



### HELPS REDUCE THE SIGNS OF AGE ... HELPS ACHIEVE THE LOOK OF YOUTH

Eight out of ten women tested reported improvement using Outline for minutes daily. It offers effective help even to women who have "given up hope." Count on Outline to reduce facial heaviness, sagging skin, double chin, puffiness, spots, blemishes. Use it to help achieve clearer contours, even skin tone, finer pores, smooth surface... the very glow of youth. \$7.50

FOR BEAUTY THE MODERN WAY

Dorothy Gray





REG U.S. PAT. OFF.

### Sputnik's significance

Sputnik opens the age of space: LIFE chronicles world reaction to this scientific breakthrough, gives an insider's report on why the U.S. fell behind and shows fantastic advances ahead.



TRACING SPUTNIK

82

**73** 

118

### Bright prospect for Brazil

After three centuries of boom and bust Brazil shows signs of solving the gigantlc economic problems that prevent it from becoming a major nation. Twelve pages of color photographs.



OIL EXPLORATION

### Winner of tough cases

Edward Williams is trial lawyer for Hoffa and Costello. His clever defense of such often-attacked clients has won him recognition as one of the best trial lawyers in the country.



LAWYER WILLIAMS

### From a governor's novel

Massachusetts Governor Foster Furcolo is publishing a novel about politics. From it LIFE excerpts the comic story of an election campaign and illustrates It with George Price drawings.



AUTHOR FOSTER FURCOLO

### Rough welcome for new coeds 111

Girls become students at 109-year-old Muhlenberg College for the first time and upper-class males make the new coeds pay for it with a rigorous hazing —for a short while.



MUHLENBERG COED

### COVER

Smithsonian Observatory scientists working at M.I.T. In Cambridge, Mass, try to calculate Sputnik's orbit. J. Allen Hynek (top) traces it roughly on the globe while fellow scientists Fred L. Whipple (left) and Don Lautman study computer data sheets. (See pp. 19-30)

### THE WEEK'S EVENTS

Russia's satellite, a dazzling new sight in the heavens—	
the feat that shook the earth	19
Voices of conscience heard in Little Rock	36
'Mr. Sam' dedicates his own memorial	38
A Look at the World's Week	42
Hostesses to Queen: tables are arrayed for royal welcome	57

### EDITORIAL

Common sense and Sputnik: let it remind us that goals are reached by hard effort-and of our goals

### PHOTOGRAPHIC ESSAY

A sheep's half nelson

Growing pains of a big country: ambitious Brazil has great riches, fine prospects-and problems. Photographed for LIFE by Dmitri Kessel

### ARTICLE

In an excerpt from a governor's comic novel, a tavern free-for-all and a last-minute courtroom turnabout propel a hapless candidate to victory. By Foster Furcolo, governor of Massachusetts. Drawings for LIFE by George Price

### ARCHITECTURE

-Symposium in symbolic setting: fine new building meets challenge of city crisis

ANIMALS

### MOVIES

Snare for an outlaw in movie, Across the Bridge

### CLOSE-UP

Defender for the unpopular: Lawyer Edward Bennett Williams

### SPORTS

Joyous end for beer city's baseball bender as Braves win Series

### FASHION

Bogus bearskin, a new man-made fur

### EDUCATION

Sound of girlish voices strikes a new note at Muhlenberg. Photographed for LIFE by Bruce Davidson

### PARTY

A daughter-in-law for Adenauer

### OTHER DEPARTMENTS

Letters to the Editors Speaking of Pictures: shadow of the future Miscellany: a hare that stands on end

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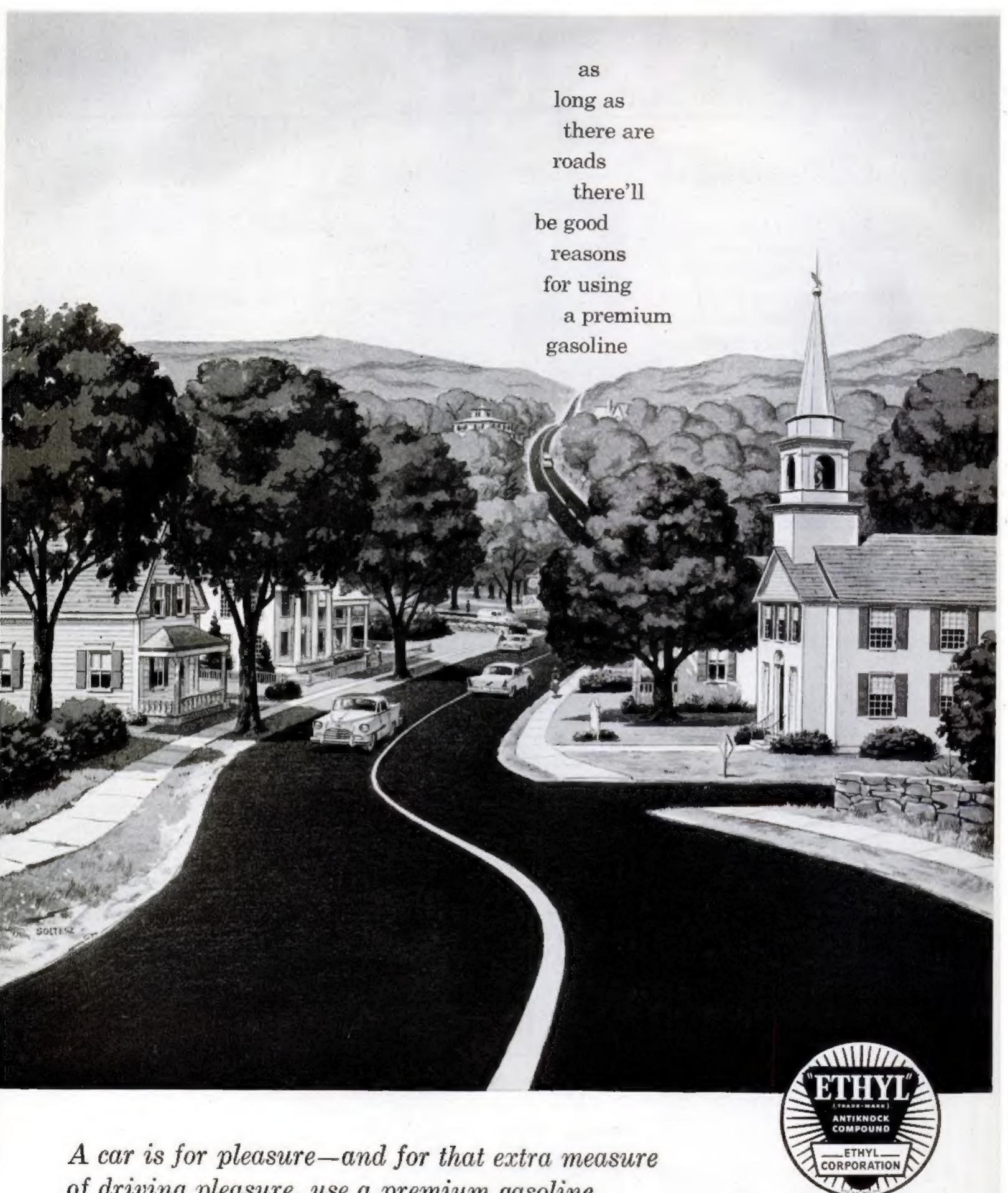
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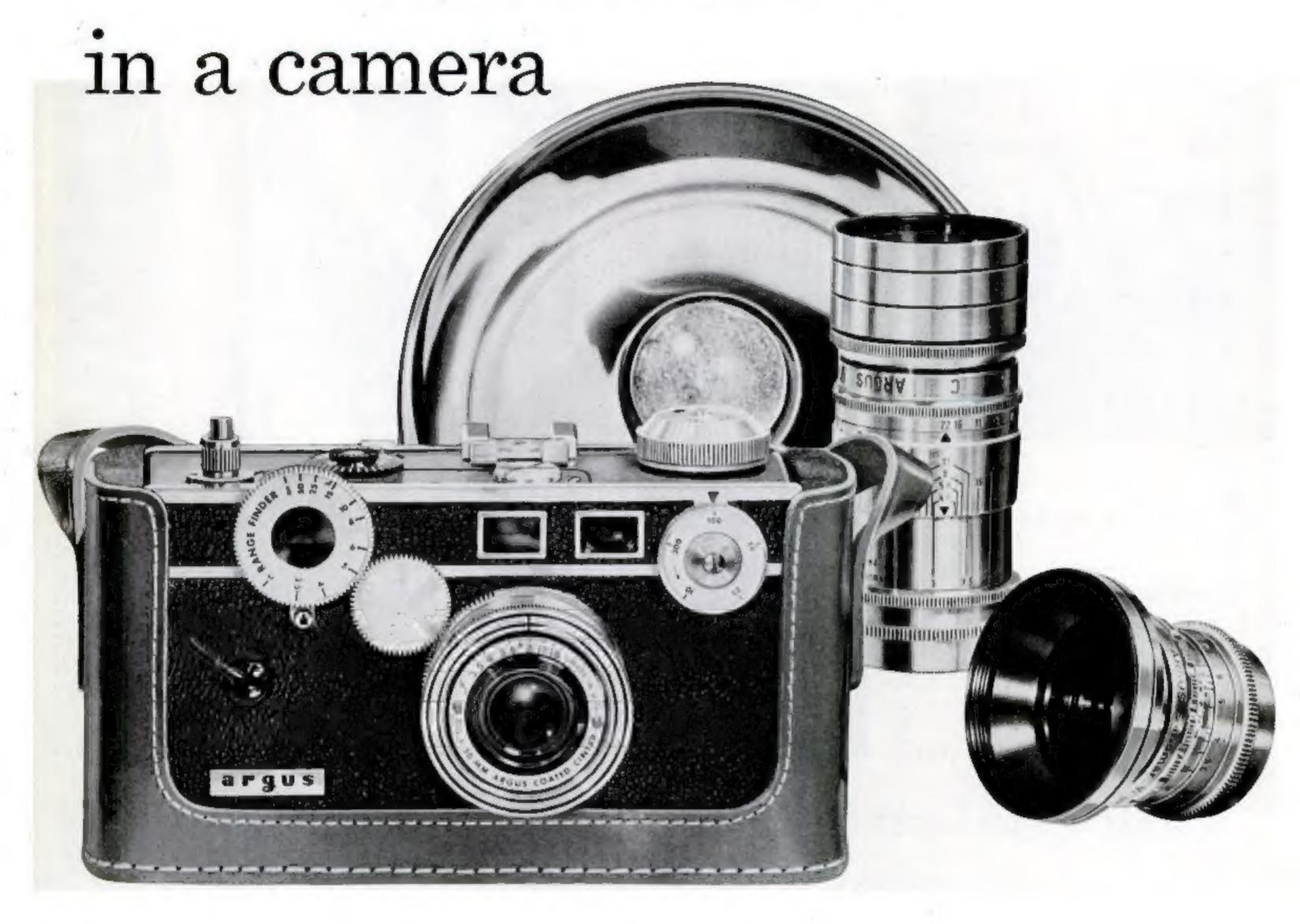
of driving pleasure, use a premium gasoline.

### ETHYL CORPORATION New York 17, N. Y.

Manufacturers of "Ethyl" antiknock compound—used by oil companies everywhere to improve their gasolines.



# a very rare combination



Only the Argus C-3, the most popular color-slide camera in the world, offers you:

The simplicity of Color-matic settings (which make it as easy to operate as a box camera).

Advanced camera features such as lens interchangeability (to match your skills as you become more expert).

A lifetime guarantee.

Price? A surprisingly low \*6950 including case and flash.

Ask for it by name...the argus C-3

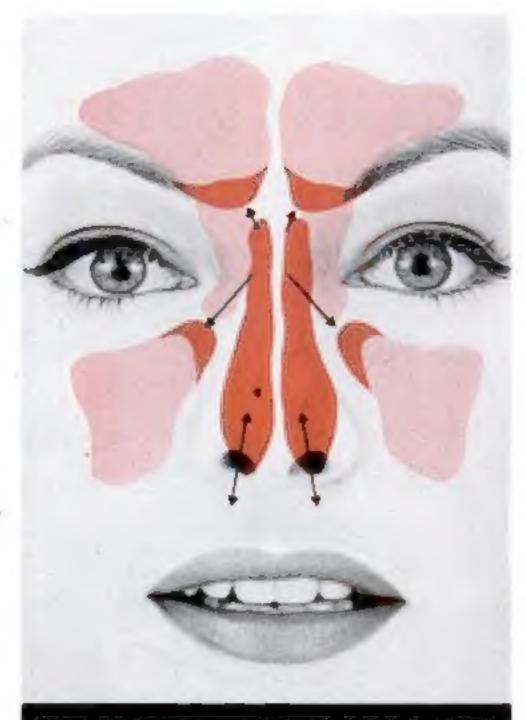
Argue Cameras, Ann Arbor, Michigan, Division of Sylvania Electric Products Inc.

# How does your cold develop?



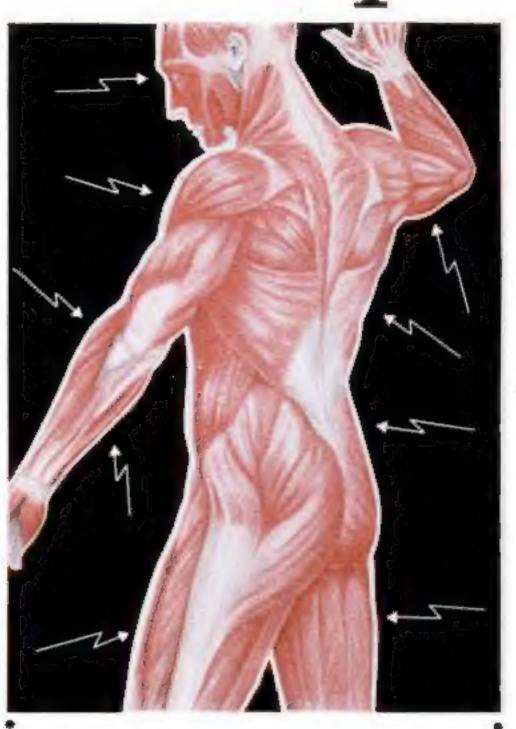
# SORE THROAT

- 2. Coughing
- 3. Sniffles, Sneezing, Stuffy Nose
- 4. Tight Chest
- 5. Ache All Over



## SNEEZING, SNIFFLES, STUFFY NOSE

- 2. Sore Throat
- 3. Coughing
- 4. Tight Chest
- 5. Ache All Over



# ACHE ALL OVER

- 2. Sneezing, Sniffles, Stuffy Nose
- 3. Sore Throat
- 4. Coughing
- 5. Tight Chest

# Coldene attacks all these symptoms in any stage of the common cold

Gives feelable relief in minutes ...

Most powerful cold medicine you can buy without a prescription

The common cold is not a simple ailment. It is a disorder which attacks various parts of your system, bringing a variety of miseries to different parts of your body as it spreads. Some sufferers seem to feel one misery more quickly, others another.

Hence, Coldene is unlike any cold-and-cough medicine ever offered over druggists' counters. For it doesn't rely on the limited powers of one or two drugs, but unites the powers of several potent ingredients . . . all in proper balance.

When you take Coldene, here are the things that happen almost at once—within minutes. First: The instant Coldene touches your raw, inflamed throat, relief begins. Second: If you've

been coughing, Coldene relieves that cough spasm. Right then and there! Third: Coldene goes to work to dry up and open your nose. You get feelable relief within minutes! Fourth: If your chest is tight and breathing is difficult—you breathe again! Fifth: If you ache and feel just plain miserable—Coldene relieves the pain, even reduces fever, gives the fullest possible help.

The reason? There's a powerful, specific, correct ingredient in Coldene for each of the miseries of the common cold. That's why Coldene can catch your cold at any of its 5 stages. Now available in its original Liquid form or in the new Coldene Tablets . . . Coldene, most powerful cold medicine you can buy without a prescription.

Comreght 1957 Pharma-Craft Company, Batavia, Illianois

Coldene

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For fast, localized treatment of head cold distress—

Coldene

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For fast, localized treatment of head cold distress—

Coldene

Coldene

Source Nasal Spray

\$100

EACH

If you're taking aspirin for colds, try COLDENE TABLETS for broader relief.

NEW!

# Men of Action need Canada Dry Ginger Ale! It's light, dry . . . not sugary sweet!

The exclusive ingredients of Canada Dry Ginger Ale do the trick! Sparkling bubbles with exclusive "Pin-Point Carbonation," pure, pure water, select, imported ginger grown especially for Canada Dry, and premium, larger-crystal sugar bring 'em back to life after hard work or play.

This Ginger Ale is deliciously refreshing...light, dry (less sweet), not filling. And the livelier bubbles aid digestion. Try it when pep disappears, and put the sparkle back in your family's eyes. Canada Dry is good for everyone...keeps them mentally alert, physically alive.

FIRST IN TASTE: Canada Dry, the Original Pale Dry Ginger Ale... often imitated but never duplicated.



Exclusive personalized Christmas card offer from Canada Dry!

Get 12 personalized Christmas cards containing your favorite snap-shot. A \$2.25 value for only \$1.00. Cards are 4" x 6", beautifully printed in full color, and come complete with envelopes. Here's how:

1. Send a negative or print of your favorite anapshot together with \$1.00 and the special gift certificate you'll find attached to a bottle of Canada Dry Ginger Ale, Club Soda or Flavors... be sure to include \$1.00 for each set of 12 cards you order.

Mail to CHRISTMAS CARDS, Box 2548, Pittsburgh 30, Pa., and don't forget to include your name and address.

2. Do it today to be sure you get yours in time for your Christmas mailing. Offer expires November 27, 1957.







Broiled Steak: featured this month in good eating places everywhere!

# Eating out gives life a lift!

Topping off a football game with fun and wonderful food at your favorite restaurant is a typical American custom. We describe it as "living it up!"

And for really "living it up," you can't beat steak! Just the sight of a superb steak like this . . . sizzling hot, tender and juicy . . . moves us to say, "Man, here's meat that makes the meal!"

Restaurant men know your enjoyment and

their culinary success depend upon the quality of meat they select. They have the knack of choosing cuts with just the right amount of fat marbling for exceptional tenderness . . . the proper degree of aging for perfect flavor. They know, too, from long experience, that for the finest in all meats, they can trust Swift & Company—just as you always do whenever you shop for your family.

Suppose you and your folks give life a wonderful lift by enjoying Swift's Premium Steak at your favorite "eating-out" place soon. It's a typical American custom!



One of a series of advertisements prepared by Swift & Company in cooperation with the National Restantant Association.

• by swift & Company, 1967

This is National Restaurant Month...trEAT out more often!

Good eating places put quality first...so does



To Serve Your Family Better

### ...AND LET THE REST OF THE WORLD GO BY



The model illustrated above is the Conn Minuet.

mirrors your every mood with a faithfulness of re-

You'll come to see that music is an economical pleas-

ure, too, for your CONN ORGAN rewards you out of all

proportion to your investment. Even at the outset the

cost is well within reason-as low as \$995. Your CONN

See him soon. It's a visit you'll be glad you made.

sponse that will never cease to delight you.

### How beautifully simple with a CONN ORGAN



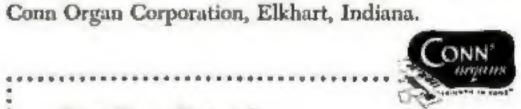
Simple? Why, you'll be making music right from the start-picking out times . . . thrilling to the music you yourself produce. The proof is in the playing: ask your CONN ORGAN dealer for a play-it-yourself demonstration.

What a comfort to close off the world, let music spin out your dreams. This is the magic of a CONN home organ.

And how readily you call it forth-you, seated at the CONN. As your dealer can show you, you'll actually make music from the very first day the CONN ORGAN comes into your home.

Then, oh, the exciting days to come as you explore the world of sound. The trill of the woodwinds, the shimmer of the strings. A whispering chord, a mighty crescendo. This is you! And this superb instrument

dealer will be pleased to arrange terms.



Conn Organ Corporation Elkhart, Indiana

Yes, I'd like to know more about playing the organ. Please send me your illustrated booklet "How to Choose the Organ for Your Home."

Name	
Address	
City	Zone State

# **CONN ORGAN**

magnificent in music

PRODUCT OF AN 82-YEAR TRADITION

# VOTED BEST DRESSED house have become a "time" among the

Casual Elegance Keynotes New Collec

The most significant feature of the new fashions for water is as air of recording elegance, underscored by a feeling of genuine conduct. confined by clothes that make unfrasemable demands on their to Significant of the new trend toward cartets are worn open this year,

ease of movement is the latest development in hear by Maidenform. At fast the test printed and pass there's a bra on the market that satisthes fashling's most exacting requirements for high, munised contours, while it releases the scarer from the presmicro and bearious of ordinary bras. Smart widness are planning to feature this bra in their fashion future. It's a hard beadline number.

### New Silhouettre Are Released

The continuing importance of the bleaming in felt more strongly than cont this stasso, Cumbined with the casual At of the new suits, the middy deexe, straight from the shoulder this faste on the day net has opened the way for a new cra in understancements. The arrest is on a sit. I askergarments two, and the housette which remains effective even seved to the new underneath the losser fashious Since Maidenform t the cut of a great can no longer be destiningh a fourthment ter as ever pended upon to enhance the builties, spect is delicated. a new kind of hea was required which of hes to make the most of the could do the job on its own. And, the fashions it also goes greater comfort of the relaxed fushions, with the fashoons that has resulted in a demand for action free fichus over the last or front.

atalet garabente. In response to these new t verto. Traditar, a tira whose riveriar, the figure amouthly, providing an stikehed sugs cound the cuntour, and foil for all the frills a warmen where three point strain offer an en- was fur. lively new concept in countart. These strape actualty resource any trace of pressure from the shoulders, while they second the autiline of the contaur, What is even more remarkable, the strape crians rose in the center to make the bra elling where cling counts, thus giving a cently smooth separation.

### Jackets Open Up ... Bloomer Put the A Bold Front

Chadel has nisde the influence of the thirties the starting point of the new look Preminent in this Changi influwhite is the strong return of bivaries as a definite part of the spagnille, Suit include any warm open this year, and bilingers are learning forth in every tale The new emphasis on blooms for two

attento non another part of the wordfigure that agent it has been found on the cape of the bra share in place through to an item that the figure that agent it has been found on the bra share in place through the state of the branches. to at their that the clear, cures patients affected by Concerto Tradition as well as the superior externation, best defines this season's blonse brafile

An imperiant part of the retared silhowever is nebieved with a new nee of Inbrits. Fabrics that flutter, fabrics that drags; with are part of the blan to writen the allbouette Chiffons, crepes and finit velvets are seen ment often on collars and cuffs on afterment dresses. Undergarments, too here been influ-Mandeuform Concerts Tricking al. though a functional bra in every respect is delicately treated with a flatter of lare to much the mold of the new Inches It also gers particularly well with the fashions that feature tuiles or Schus over the bodier from the dinarily, these features might tend to make the signire look bulks but Concerto Trahim's unusual straps tack the bra to the figure amouthly providing an ideal full for all the frills a woman rould wind for

The new outplaces of blouges force. attention on abother part of the warrube ... the bra lementh the blouse. The of the bloomy in determine by the scare and contour of the

### Fichus and Irda Strongly Playment

There's a defaits feeling for totour bee, race and by the me. Allthou says these features mapter trut to make the o'hood falls requires figure look builts had been been been the hear for strongs and onusual straps tark

### Soft Fabrics Are In Fushion Phis Seasons

There's a definite forling lost lease time, exemplated by the soft fellow on the new sporting bicarre, and collars and rolls on alternoon incom-Undergranulents, too, have been justice enred by the new trend. For example Mandenform Concetto Tr though a functional line is rear appear, in delicately freeted on h 2 ft. Band in hand with the legal in

these new fabrics result, is a new in opnient in brascierre. The sett, " continues of Maidenform Conserts Line harr beening a "night" among the best downed women at two continues. They are theilled to descover that refrect way to dress is also the fortable was to dress, because the Tri-Line's three-point straps to These garboom the proposition appropriate

g loca that from them them co. The most a graticant feature of the elegatics, utplersoured by a feeling of ; confined by cuther that make with

their treedom in any way Significant of the new trend case of mercement is the latest dement in bras by Mastenform At la there's a bra un the murbet that and des fashion's most exacting regul ments for high, rounded contours, abo it releases the wearer iron the posures and tensions of many Smart women and planning to caller this beg in their fashion foliate. It's a

### born beginner ager. New Silhouettes Are Relaxed

The continuing importance of the not us the clumbiane sheath that are a definite part of the good absorbly action. blouson is felt more strongly than eve

tion bas men the cut of a dress can pended upon to enhance the could do the job on sta own. greater comfort of the released has resulted in a demand for action from under grannents in response to these new requirementa Muidenform has created Concerto Tru Lipe a bro about circular-

stitched cups round the contour, and whose three-point strays offer as enturely new concept in complete Them straps actually remove any visus of pressure from the shoulders, while they accent the outline of the contour. is even more temarkable, the steam criss-cross in the renter to make the less ching where thing counts thus ground a really smeath separation.

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had They are thrilled to discover that the correct was to dress as also the comtortable wire to dress, her disse Competer Tri Line's three point strape renaustary trace of beneaut from the shoulore and the brastare in place through assessment of growing sources, by a County poster than ever be-Now there are silk kniks, ridgen invent knits for my or or wash taken story, they describe on all unthermatics. Knits have be in the lashin wette, after arts or he wealthy a to the first the second busine making that over heare there are are knits, rabben pearlof and farred knits for for keep . In addition to the later how the sharry Shell and the chance an enters for day Mark and how has fundion in Ding from leach were to dinner the sales of and coats, really always retrict that probing off a boot feetler, ladder that A According The Longon Leaf much is no period for the torn know as The tree to probled countries and carefully another to a readed onperson for the encatered back. And of, and the campos money where the substituted At one look has rearred superso for years, in save especially refreshed it phout the atdeagn of Concerto TroLine. make These prison the go really appreciate are a beginned from them from conlinement. the cut of a dress can no integer be detion passed topological to enthance the hustifus. a new kind of tera was required which

dressed somen of two continents

good on the job on its own. The Accept In Accessories ... Strapped Sloves Rope Jeselry

### Intelligenced Fashions

Are Favored Name are such all important part of a me to themselves Knits have on the fashion went, after one a resident prol statement of growing autress, us a more dramatic position than ever before Now there are all knots richen transfer knits, peached and farred knits for after bye west . in addition to the popular bulks knits the shargy Shetninds of the classic secutors for day wraf. well are new high fashion in everything from bouch went to dinner its tooling stock and coats are agreed that nothing Malder ben The bre ticked most Tri-I be its rounded contour carefree comfort seem created exhe for the sweatered look, And campus crowd, where the sweatered look has retuned supremy for years, is or and contour of the

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there freedom in any way.

Knots are such an important part of the new soft fabric story, they deserve a section all to the mostly or, Kipta have or god up the fashon wear, after sev. pred schemma of granding success, in a unite dramatic position than ever before New there are silk knits, ribbon knits, leweled and furced knits for poster bolky knite the sharky Sheland and the classic sweaters for day wear Knote are now high fashion in including suits and coats. to are agreed that testhing by a feeling of a set a knit fachism better than a Maidenform by The by picked most often as perfect for the new knils is and of the new trend and conflict even created exhad he reigned supreme for years, in specially nothuniastic about the acdesign of Concerts Tri-Line.

In hand with the second seco

COSTUME BY JOHN PREDERICS

# I dreamed I crashed the headlines in my $maidenform^*bra$

Isn't it fitting! I'm so high in fashion circles, I'm front page news wherever I go! Of course I'm supported in style with Concerto\* Tri-Line\*, the bra that gives the most flattering build-up a woman ever had. The secret's in the three-point miracle straps that lift and accent and float away every hint of shoulder strain. And the circle-stitched cups hold and mold curves as nothing else can! White cotton broadcloth in A, B, C and D cups. 3.50

OREG. M.Q. PAT. OFF.

PAIDON FORM TRASSIENC CO., INC.



# Which man is wearing the Sonotone hearing aid?

Is it the man at the left... the man in the center ... or the one with the our ses? The answer? All three! Each is wearing the "Unseen" Sonotone that fits his needs best. But where?

### Nothing on the body, all at the ear

The man in the glasses is wearing Sonotone's new eyeglass model, built right into his regular prescription glasses. The complete hearing aid is so tiny that it is entirely concealed in just one of the temples.\*

The man in the center-with nothing behind either ear, no cord or extra button whatsnever -is wearing the world's smallest hearing aid the amazing Sonotone "232." The "222" is an all-in-one-piece model worn right in the natural hollow of the ear. It is all in the ear... there is nothing else to wear!

The man at left is wearing the new "333" model, so small and light it is worn entirely at

the car...with no cord down the neck, nothing on the body and-oby iously-nothing in the hair

### The "future of hearing" is right now!

Each of these "Unseen" Sonotones is a transistor. model, powered by an easily-replaceable bat tery about the size of an aspirm tablet. Each gives clear, sharp amplification for fine hearing, and is fitted to individual needs.

In their advanced design and engineering these exciting Sonotones set the style for as many years ahead as scientists can foresee,

### Mail coupon today for unusual offer

To introduce these quality hearing aids to as many people as possible, Irving I. Schachtel, President of Sonotone Corporation, has authorized this unusual Introductory Offer.

Everyone who mails this coupon will receive free a Modern Hearing Test on a phonocard which is specially produced for Sonotone by

A Lifetime Program for Better Hearing!

Bing Crosby Phonocards, Inc. You can take this personal hearing test right in your own home just by playing the record.

You will also receive complete information on the three "Unseen" Sonotones described here. Don't delay. Mail this coupon today!

\*M. least adoptotess oil services required for the english policies of School reserve and sure to be obtained through an with an integration of east or aptician of your averaging



NEW PHONOCARD HEARING TEST to check your hearing right in your own home...free to everyone mailing this coupon.

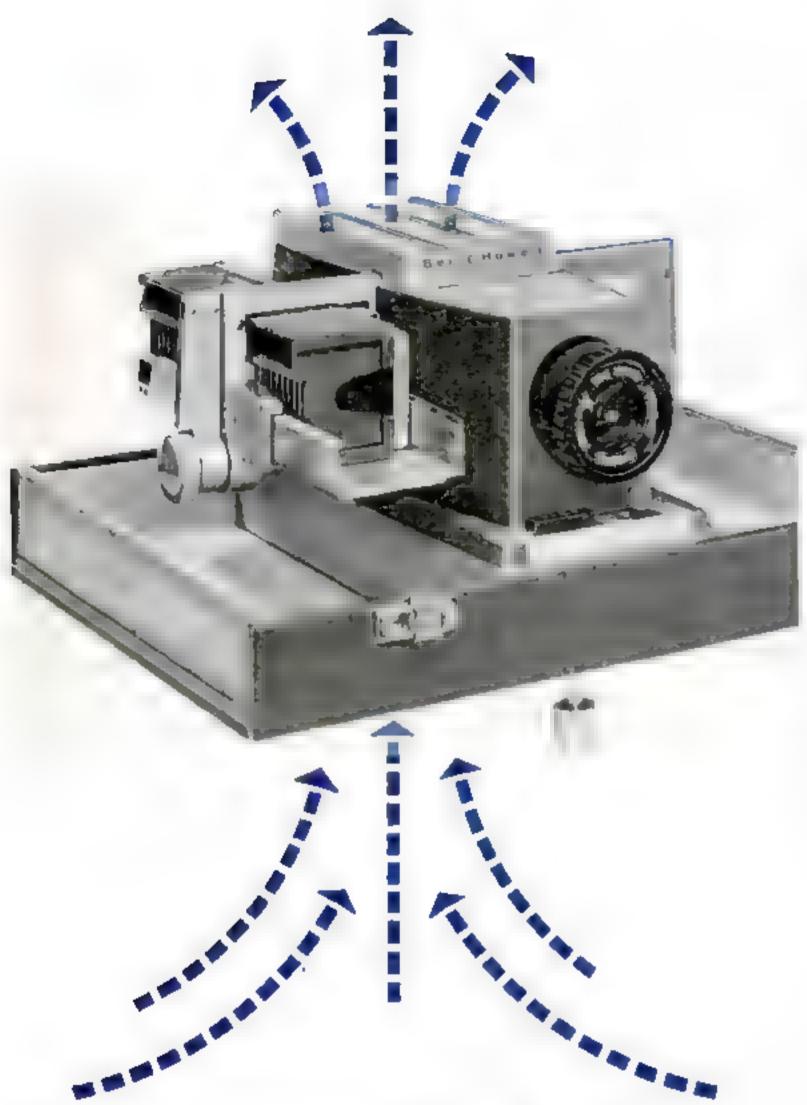
Sanatone Corporation, Papt. 8-107

Elmsford, N. Y.

Gentlemen. I would like to have the free Hearing Test Record with which I can check my bearing right in my own home. Also send me complete information about the three "Unseen" Sonatones. Mail in plan envelope to:

NAME			
434192-1-54			
00	Z INI	STATE	

SONOTONE CORPORATION ELMSFORD, N. Y.



# Sleek new slide projector has air-column cooling!



Light, low and lovely! Matching case covered in vinyl fabric of simulated Italian silk and linen weave. Compact and convenient, easy to carry. See the 706 at your dealer's or write Bell & Howell, Dept. L-7, Chicago 45, Illinois.

The biggest problem in slide projection is heat. And Bell & Howell's brand new 706 projector solves the problem with air-column cooling

No more slides "popping" out of focus-no more burnt fingers-no more shortened lamp life. The 706 has a powerful 4-in, fan that pushes air past the 300-watt lamp at a velocity of 400 feet per minute. Quietly too, without whir or whoosh.

Other fine features include 4-in. f/3.5 coated Trionar lens in helical mount, touch-down tilt button and rugged die-cast aluminum housing. With Micro-Fit slide tray and semiautomatic Selectron slide changer, \$62.50. With completely automatic electric changer, \$86.00.

For the ultimate in slide projectors, see the Robomatic with remote control that lets you pre-set viewing cycle times, \$149.50.



### LETTERS TO THE EDITORS

### PARADOX OF THE PRISONS

As a teacher of criminal law I have read with great interest and delight the series on crime (Crime in the U.S. Part IV, "The Paradox of the Prisons," LIFE, Sept. 30). It is probably the most carefully prepared and most carefully presented treatment of the subject over to appear in a popular magazine.

YALE KAMISAR Associate Professor of Law University of Minnesota Minneapolis, Minn.

Sirs

LIFE has made a significant contributton to an understanding of the crime problem. The articles have all been informative, objective and provocative.

I am especially pleased, of course, with the article on prisons. Mr. Havemann has summarized in a thoughtful, penetrating and interesting manner the role of the prison.

JAMES V. BENNETT United States Bureau of Prisons Washington, D.C.

Strat

If your hogwash on our beloved felons continues, furnish readers crying towels. I did indeed wax lachrynose at the thought that it sometimes requires as long as from matince to night for a murderer or rapid to be rehabilitated.

DED ALVORD Los Angeles, Calif.

### **EDITORIALS**

My compliments to Professor J. B. Rhine of Duke University who recently wrote so heartwarmingly in praise of the Negro youngsters bravely facing the mob at the schoolhouse-and to Life, which published his eloquent letter as an editorial ("The Children's Crusade," LIFE, Sept. 30).

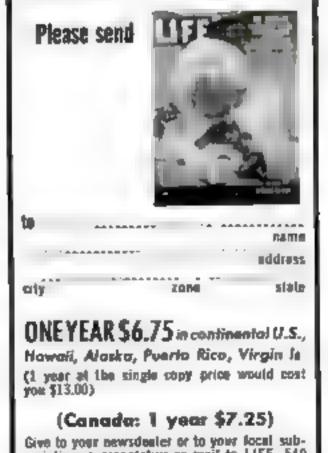
I HARVEY EDMONSTON Bethesda, Md

bure.

After reading the editorial of Prolessor J. B. Rhine of Duke University I noticed the quablications of Dr. Rhine to write on this subject: "A famous experimenter in 'extrasensory perception." My best wishes to the good doctor for his future experiments in this great field. Some "extra senso" would not do him any harm.

Guy N. ROGERS

New Athany, Miss.



scription representative or mail to LIFE, 540

M. Machagam Ave., Chicago II. III.

Sira:

LIFE maintains that there will be political and economic chaos in Algeria when France is finally forced to give up her colonial holdings ("Hopeful Plan for Algeria," LIFE, Sept. 30). The chaos, LIFE forgot to mention, is right here in France. Any American who thinks that France, of her own will, will grant Algeria, if not independence, at least some liberal status where seven million Algerians will not be crushed politically and economically by a million Europeans is mad.

OLLIE HARRINGTON

Paris, France

Sirs:

I shall not make as rash a judgment as yours in calling the French plan for Algeria "hopeful," If the Algerians surrender their rights to this French "imaginativeness" it certainly will be the end of them.

HISHAM NAZER

Los Angeles, Calif.

Sirat

Your editorial on the Algerian situation seems to me in the true spirit of the Declaration of Independence and in the genuine tradition of the Founding Fathers of America.

FATHER R. L. BRUCKSERGER River Forest, Ill

### TWO TAR BABIES

Concerning Walter (Hotrod) and Yvanne (Poste) Johnson ("Troubles of Two Tar Babies," LIFE, Sept. 30), I have one question. How do they look now?

DONALD DAL MASO

Allertown, Pa.

See below. —ED.



PUBIE, KITTY ANN AND HOTROD JOHNSON, ALL CLEANED UP

### AGAINST SUNDAY SELLING

Sign:

Hats off to the Most Reverend Edward D. Howard and to Grocer Wayne Claffin ("A Fight against Sunday Selling," Life, Sept. 30). I sincerely hope and pray that the 45 other states spon follow suit and that all faiths will act together in keeping the Sabbath holy.

MARGARET BROWN

Columbus, Ohio

### CALIFORNIA POLITICS

Surs:

Your article on California politica is the best I have read in my 30 years in this state ("California, Hero It Comes for Big Stakes," Live, Sept. 30). The rest of the nation should realize that we in California do not take our politicians very seriously. We learn to enjoy them and realize that to make the grade they must have a "gramick."

You failed to mention our famous



### Like vom beer WET, COLD AND DELICIOUS?

When you're thirsty, really thirsty, keep National Bohemian Beer in mind. If you like your beer wet, cold and delicious ... welcome, friend. Soon you'll be able to enjoy National Bohemian Beer wherever you live. Three National Brewing Company plants brew it for you—in Maryland, in Michigan and in Florida. When you see it . . . taste it.

Whithfuled: Model 534. Ultra High Fidelity Automatic Console Phonograph with D.E.P., enalable in Mahagany, Blande Mahagany and Walnut. Four speakers. Two jeweled stylt. Frequency response 50 to 50,000 cycles, Suggested list price \$859.95. With AM-PM Radio (Model 525) \$369.95.



### A NEW EXPERIENCE IN "360" HIGH-FIDELITY EXCLUSIVE WITH COLUMBIA

Not since America first turned on the world famous "360" phonograph has there been an advance in sound reproduction so meaningful to music lovers. The same laboratories which brought you the original "360" and the @ record are proud to announce D.E.P.\* (Directed Electromotive Power) which seals the sound chamber for tonal balance throughout the entire listening range. By fathoming sounds heard and unheard . . . by exploring the entire universe of human hearing, both conscious and subconscious . . . Columbia sound engineers now make it possible for you to experience "Listening in Depth."

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THE GREATEST NAME IN SOUND...enjoy the sound of genius on Columbia Records...protect your valuable records with Columbia accessories.

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# LETTERS TO THE EDITORS CONTINUED

California Sand Fleas. These register in one party and always just before election jump to the other party with full benefit of searchlights, full page advertisements in local papers. This in California shows a trend. Very important in California.

M. R. ROLPR

Hermosa Beach, Calif

Sina

The statement that Upton Sorelair's running mate, Sher dan Downey, was elected to the her tenant governor's chair is incorrect. Downey was defeated by a narrow margin by the Republican nominee, George Sinclair

You are correct in stating that Jerry Voorhis made his political debut in this campaign, but it was as an E.P.I.C candidate for the State Assembly (he lost the contest) and not for Congress

Di DUEY SUPERFILE

Mentone, Calif

Life was wrong on both counts.
 ED,

SITE

Life now claims that California produced a President in the form of Mr. Herbert Hoover. The grass roots at the Hoover birthplace in West Branch, Iowa took a turn toward brown when this startling announcement arrived.

WILLIS GUTURIE

Wankesha, Wis.

 Though born in West Branch, Iowa, Herbert Honver was educated at Stanford, was registered as a voter in California when be ran for President.—ED.



HOOVER'S BIRTHPLACE IN IOWA

### ANOTHER HARRISON

Sira:

What a woman that Kuy Kendall ("Another Harrson on the Horson," Life, Sept. 30)! Here's a woman with fabulous natural beauty and feminine charm that makes these artificial glamor girls look like cheap dimensions trinkets.

LEE MARTIN

Van Nuys, Calif.

### MATH WITH MARIONETTES

Sirs:

BRUCE H. HASENKAMP

Hanover, N.H.

 The Romans more often than not wrote the figure four as IIII instead of IV.—ED.

### **UP-DOWN TRUCK**

Stra:

Your story "Ups and Downs of a New Truck" (LIFE, Sept. 30) was of particular interest to me because only two months ago our company completed test runs of a very similar vehicle which we call the "High Lift" truck. It was designed by officers of our firm to cope with the problem of second-story deliveries in Montreal, where 28 beer-sellers have no basements but second-story storage lofts

It may not sink as low as the Thomson trailer but it may, at its maximum elevation of 11 feet, rise a little higher.

JOHN BENET

Monreal, Quebec



HIGH-LIFT BEER TRUCK

### BIG CIVIC SONG FEST

Sursa

Just loved the article ("A Big Civie. Song Fest, Life, Sept. 30) on the Neupolitan Piedigrotta (hollow laugh) Boy, I can tell it different. Wy hasband and I landed in Naples on Predigrotta night, 1951, each carrying 40pouzid rucksacks. We'd had an exbausting bitchlike from Florence and Rome and were longing to bit the bay Presiggotta night is like a March Grasfestival gone crazy. There wasn't a hotel room, or even a rope to lean against in the city. We then trekked through every street, thronged with merevinakers, waving buriting and halloons in our red English Jaces, knocking on every door, begging for a place to lay down our bags, In the end, we ate leathery paza from a handcart. and slept on the bench in the railway terminal's waiting from along with other tourists. At least, it seemed to be the one night in the year when the Neapolitan was more eager to enjoy inneelf than to fleece the tourist Nobody tried to sell us imitation Parker. pens, Swiss watches, or homemade currency See Naples on Piedigrotta night and die of exhaustron!

Mas G. I BAKER Toronto, Ont., Canada

Please address all correspondence concerning APE's aditorial and advertising contacts to L1FE, 9 Rockefelter Plans, New York 20. N Y

Please address of subscription correspondence to J. Ecoward home. Gen'l Manager 11f Pa. 540 N. Miclogan Ave., Chorago II, II. Changes of address require three weeks' portice. When obtaining change, please as one tracasine and furnish address imprint from a recent issue, or state exactly how magazine is not decided. Change cannot be made without out as wes as new apprecia, including postal zone in links.

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'Chap Stick' is also available in Canada . Chap Stick Co., Lynchburg, Va.

### SPEAKING OF PICTURES



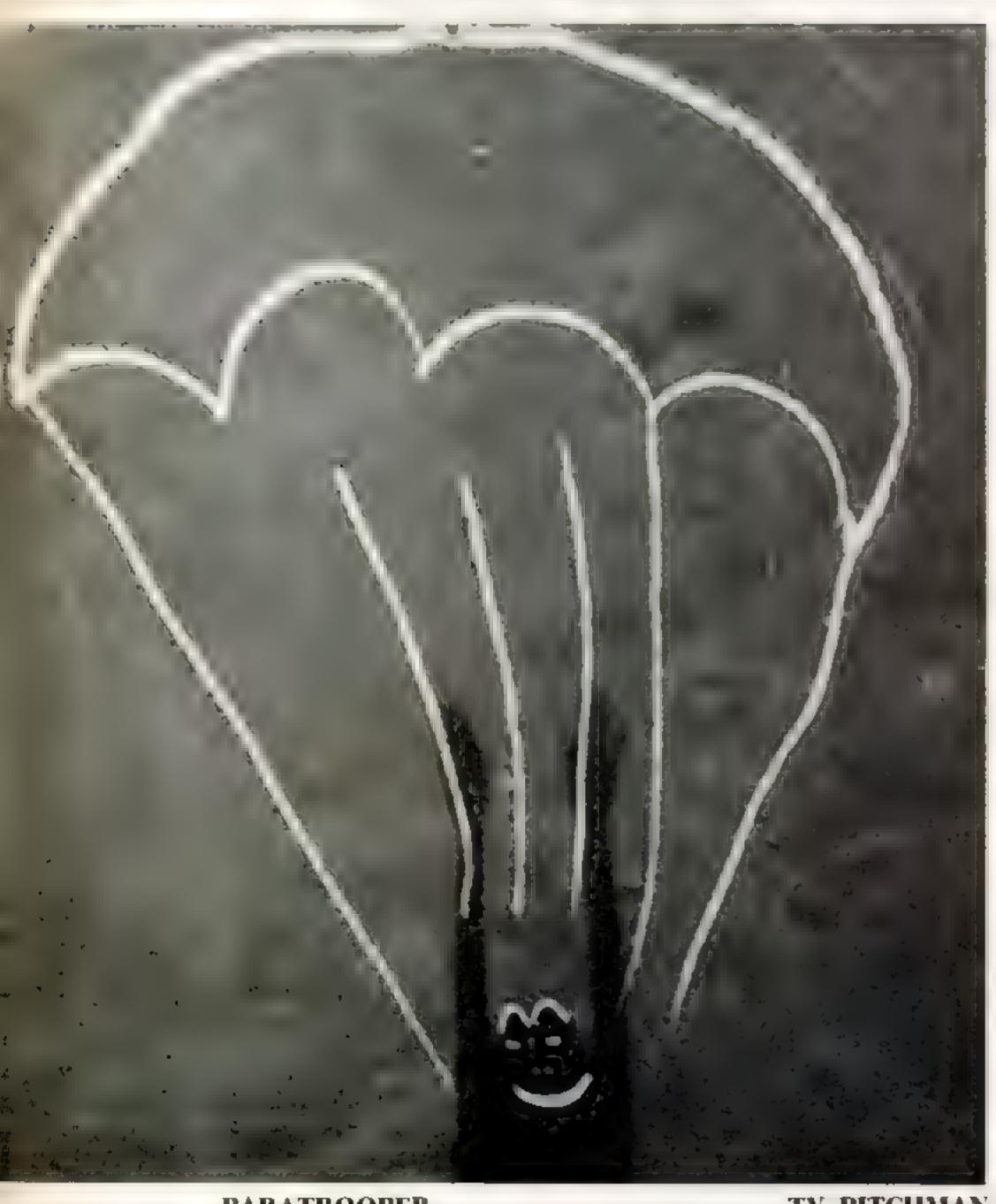
AIRPLANE PILOT



BOY WHO WANTS TO BE A STRONG MAN WHEN HE

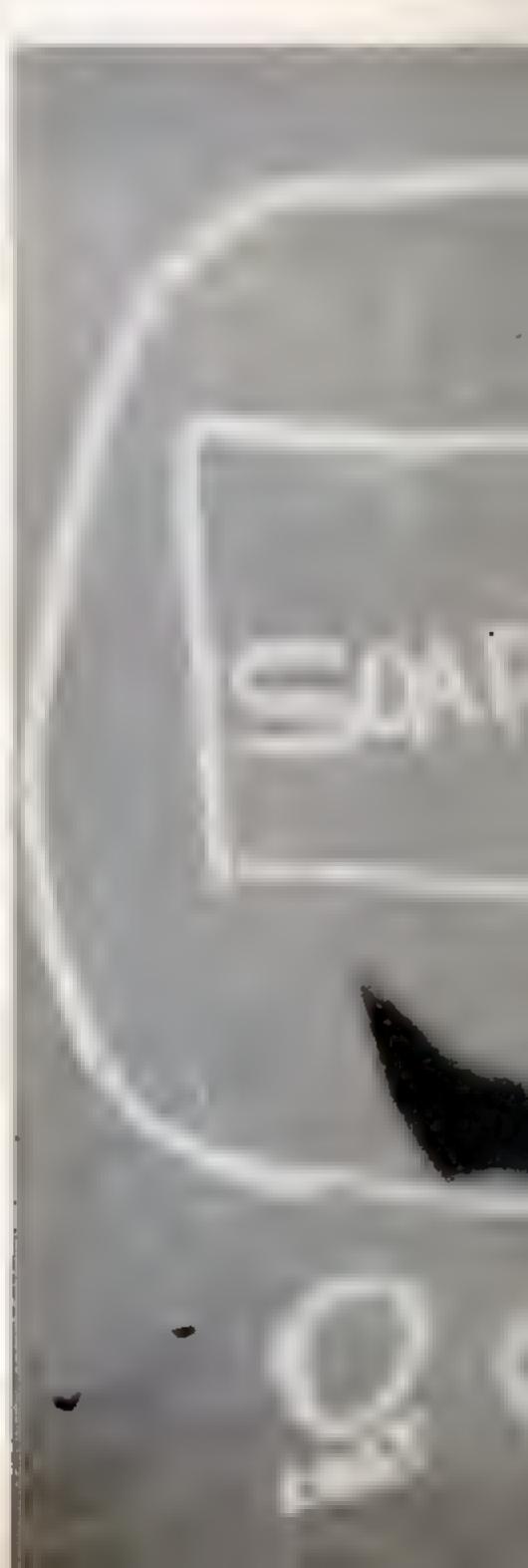
# Shadow of

The black and white on peaces show here toreshadow adult futures imagared by beys and girls playing a game on New York streets. With chalk the youngsters sketch what they would like to be when they grow up, then a cp in and fill the figures with their own shadows. Coming upon the game, Photographer Fawar t



**PARATROOPER** 

TV PITCHMAN→





GROWS UP CASTS BIG SHADOW UNDER HAR BELLS

# the future

Wallowitch took pictures of the fantasies in which one boy pilots a plane from his tricycle seat (left) and a future TV pitchman similingly sells soap (below). Before Wallowitch had finished, one couple imagined getting married and producing a family (lower right) before the dark of evening crased their shadowy tuture







ново



PARENTS WITH BABIES



# the future

Wallowitch took pictures of the fantasies in which one boy pilots a plane from his tricycle seat (hep) and a future IV pitchman smilingly sells soap (helon). But we Wallowitch had but ishes, one couple imagined getting married at Laroducing a family (tower right) before the dark of evening crased their shallows future



DOCTOR





HOBO



PARENTS WITH BABIES



# Revolution in Mascara!

New MASCARA-MATIC darkens and curls lashes...without a brush!

Watth her ingenious new MASCARA-MATIC, Helena Rubinstein invents a completely new way to use mascara. It's quick! It's easy? It's automatic!

The slim golden applicator holds Waterproof Wascara . . and neatly applies just the right amount to make your lashes look twice as long, velvety-dark, naturally thick. At the same time, MASCARA-MATIC separates and curls your lashes. No more artificial look. No "beaded," stuck-together lashes!

lou can use Helena Rubinstein's MASCARA-MATIC anywhere, any time. No water. No messy little brush. No curler, No special skill needed, Just open ... give your lashes a few quick, upward twirls. close . . . and tuck MASCARA-MATIC in your purse.

MASCARA-MATIC contains a 4 to 6-month supply of Helena Rubinstein'a Waterproof Mascara. Unlike other so-called "waterproof" mascaras, this cream mascara formula is really waterproof! Guaranteed not to smudge or run . . . even in the rain. Black, Brown or Royal Blue. For beautiful eyes, quick as a wink, use MASCARA MATIC, 2.00 plus tax. At leading department and drug stores

Helena Rubinstein , 655 Fifth Ave. New York 22 N. Y.



Curls! Colors! Waterproofs

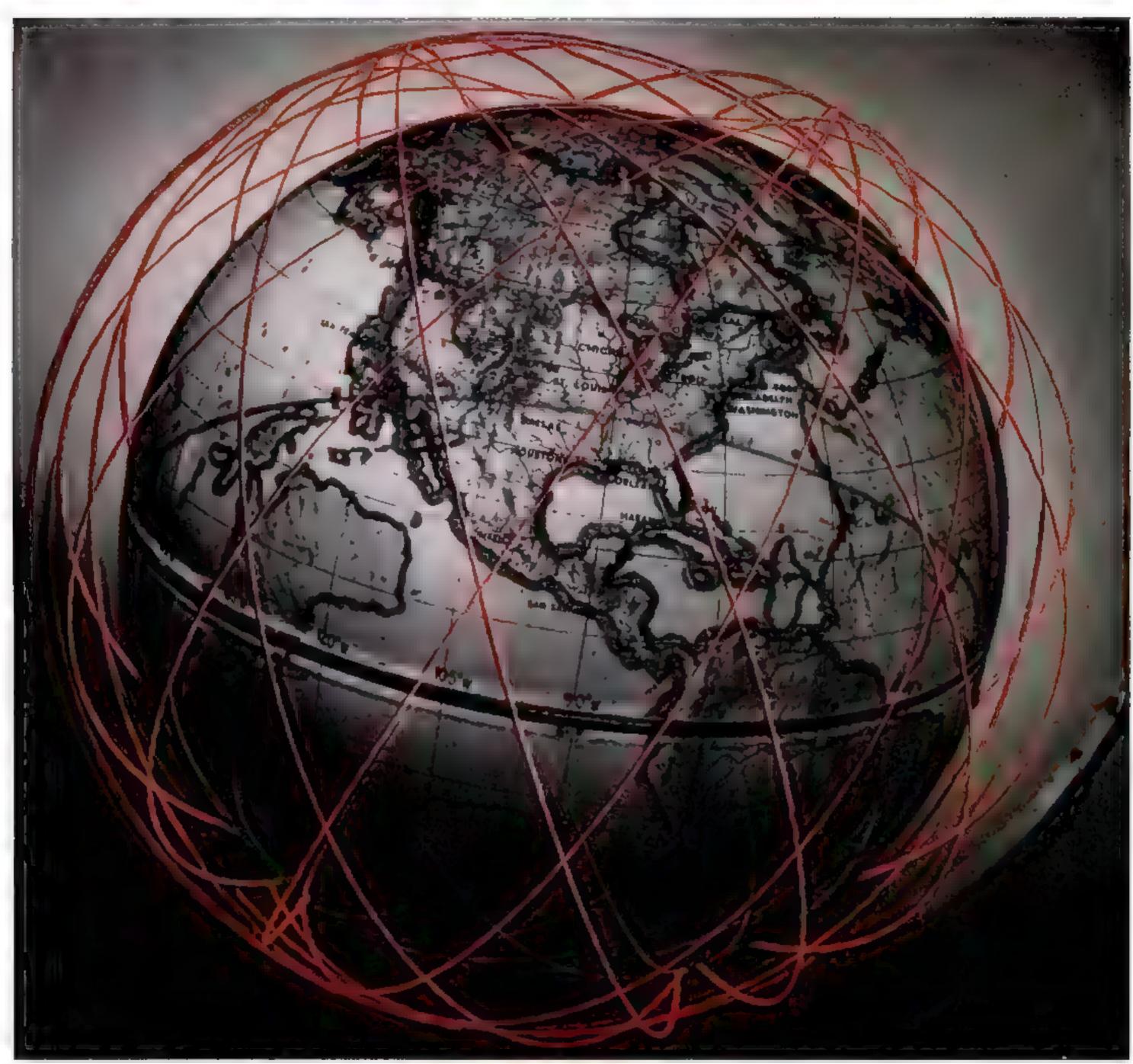


# Let WHITE HORSE carry you lightly through a country week end

A splendid gesture to your guests
or gift to your host—
White Horse. It's such a
light and pleasant-tasting Scotch!
How is your week-end supply?



# THE ORBIT WEAVES A WEB AS WHOLE WORLD WATCHES



PATTERN OF ORBITS traced by Sputnik in typical 21-hour period is demonstrated by red bulb going around globe built by Robert H. Farquhar. Earth rotates from west to east (left to right, above)

and position of orbits (red lines) shifts west each time satellite goes around earth. At noon, orbit passes just east of Florida, going northwest to southeast. It appears 96 minutes later over western U.S. After midnight when earth has turned around so U.S. is on reverse side of globe in picture, orbit goes from southwest to northeast, passing through Midwest and, 96 minutes later, through California



OPLES. LONDON DAILY EXPNESS



HÉYNÉ FRANKFURT ARENDPOST



KOMSOMOLSKAYA PRAVÇA

CARTOON COMMENT came from all over, British (left) view 1.S. reaction ('Relax Bud it's one of ours'') German cartoon has signs on Eisenhower ('Satellites are unfair'') and Dulles ("Down with the satellites"). Russian shows world greeting Sputnik warmly. U.S. has Uncle Sam losing his hat to Sputnik.



FRANK WILL AMS. DETROIT FREE PRESS



RAGGED STREAK AMID STARS, IN TIME EXPOSURE TAKEN OVER MONTREAL BY ROBERT W KELLEY OF "LIFE." SHOWS PATH OF ROCKET SECTION NEAR SPUTNIK

# RUSSIA'S SATELLITE, A DAZZLING NEW SIGHT IN THE HEAVENS

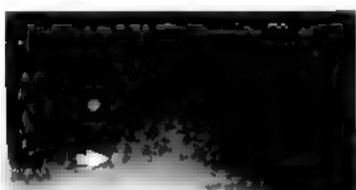
# THE FEAT THAT SHOOK THE EARTH

A glittering metallic pinpoint of light streaking across the predawn sky last week gave the U.S. its first look at Soviet Russia's great feat, the artificial moon Sputnik. After the satellite's first hundred or so orbital trips around the earth. Americans were settling into uneasy tamiliarity with the unarguable fact that Russia's moon was passing over them four to six times a day. In fact, there were three satellites girdling the earth Sputnik, a section of the launching rocket (above and below), and its nose cone. The famous "beep beep" from Sputnik's radio (Life, Oct 11) turned into a steadier squeal for varying periods. So is outsits and lay spotters went sleepless to track the little satellite's travels with all the equipment they had or could throw together.

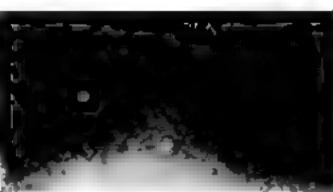
All the tracking fervor and growing familiarity with Sputnik did nothing to soothe Americans' shock at the original announcement of the Soviet breakthrough into space. It was becoming all too apparent Russian scientists are as good as any in the world—or better. American experts bitterly attacked (pp. 22, 23) policies that had crippled the U.S. chance to

be first into space as well as in the development of its big military missiles. Although Army. Navy and Air Force specialists were given direct or lers to keep their mouths closed in any controversy over satellites and missiles. Sputnik's mind-rattling success made it possible for them to predict the realistic prospects for early space travel (pp. 26-30)

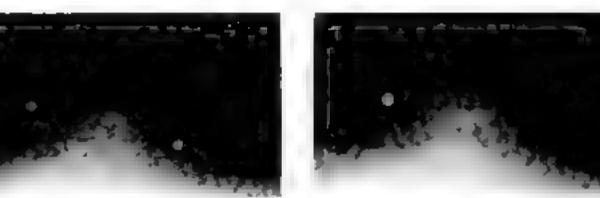
As U.S. electronic computers completed over six billion calculations on Sputnik's orbit, it became apparent that the satellite was in fine shape physically. It was tooping steadily around the earth in a clipse which came within an estimate U.70 miles of the earth at its closest and 570 miles at its farthest and is likely to stay in place for a year or two. The larger, more easily seen rocket section had fallen a few miles lower, causing it to zoom 900 miles ahead of Sputnik. It might last 10 weeks or more before spiraling down to destruction. Russia promised shortly to launch a second satellite twice as big as Sputnik. Even without this Americans knew that for a long time they would have ample reminder of Soviet scientific excellence whirling through their previously inviolate sky.



MOVING MOON ROCKET (arrow) is seen progressing from left to right past two stars (left, center) in



movie of the orbiting object. Brighter star is Epsilon in handle of Big Dipper. Faint star at top is in



constellation Canes Venatici. Film was made in Baltimore by the Westinghouse Broadcasting Company

# WHY DID U.S. LOSE THE RACE? CRITICS SPEAK UP

Dr. C. C. Furnas, a chemical engineer and expert on guided missiles, served as Assistant Secretary of Defense for Research and Development from December 1955 until February 1957. In that position and as a member of many scientific advisory committees, he has observed the progress of the U.S. sutellite program at all levels. Now returned to his post as chancellor of the University of Buffalo, Dr. Furnas last week gave Life this exclusive and critical report on why the U.S. satellite has not yet been launched.

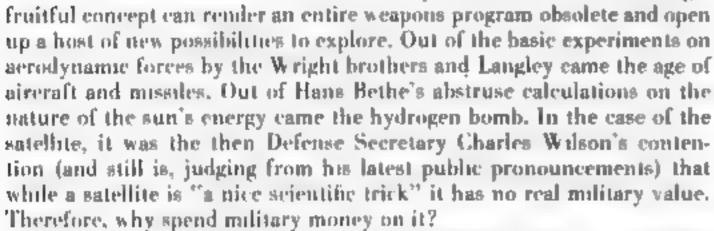
### Text by DR. C. C. FURNAS

The U.S. should have been and could have been the first nation to launch a satellite. Some officials who now belittle Russia's Sputnik are among those who, in the first place, were not convinced our own satellite program was worth pushing. Had they been so convinced, there is every reason to believe that a U.S. satellite could have been orbiting the earth as early as 1955. Instead, it was not until 1955 that a U.S. satellite program was even

scriously discussed. But with vigor and determination, even at that late date we might still have got our "moon" up there first. We had the brains, we had the know-how, we had the money. Why, then, did we not get the first satellite?

All too frequently it has been the view of our defense establishment that research not directly related to the development of mintary hardware is entitled to only secondary consideration. It has been regarded as a sort of extracurricular scientific pastime to be indulged in only if money is left over from the "really important" things.

This is a tragically naive and shortsighted outlook. Every scientist knows that a single



It was not that our Defense Department lacked the money. It lacked only the interest. The Pentagon scemed unable to see the obvious military advantages of a satellite, even though some scientists and officers in the military forces were most vocal in pointing them out more than a decade ago.

In 1954 after plans got under way for the International Geophysical Year, an urgent interest in an American satellite was expressed by the National Academy of Sciences, sponsoring agency for the U.S. IGY program. But the Academy had no money. It turned for help to the National

Science Foundation, the agency created by Congress to encourage basic research. But the foundation's funds were puny compared to the magnitude of the task, and Congress showed no disposition to appropriate more. Despite this lack of support, by the spring of 1955 enough high-level interest had been generated to spur Donald Quarles, then assistant secretary of defense for research and development, to appoint a nine-man, all-civilian scientific advisory committee. I was a member of this committee, which met several times during the spring and summer of 1955.

First we were asked to decide on the feasibility of launching a satellite in time for IGY (mid-1957 to the end of 1958). We were well aware of many thorny problems which had to be solved. Nevertheless we agreed that there was a reasonable hope of doing this if the personnel, facilities and funds were granted on a high-priority basis. Next Mr. Quarles told us there was \$20 million available in the Defense Department's emergency research-and-development fund. Would that be sufficient to do the job? Our answer was a unanimous, resounding no. We all agreed that several times that amount would be required for the project.

Finally we were asked to select one of three service satellite proposals:

1) The Army believed that its giant Redstone missile could be perfected as a launching vehicle within a year and that its scientists could develop the satellite and instruments in time for IGY. 2) The Navy was much farther ahead in instrumentation, but its Viking missile would need a redesigned motor with added thrust in order to lift the satellite high enough and fast enough. 3) The Air Force offered the mighty Atlas missile, but it was cautious about promising any definite delivery date.

The committee toyed with plans for combining the best features of all three proposals—for example, trying to use the Army's farthest advanced missile to launch the Navy's farthest advanced satellite instruments. But putting together parts of the separate systems involved certain difficulties, technical and administrative. I recalled, for example, sitting in on earlier meetings as chairman of the Guided Missiles Committee of the Research and Development Board. We tried to persuade the Navy and Air Force to combine their skills in producing a single 500-mile range, subsonic, surface to-surface missile. Each service thought a single missile was a fine idea. But if there was to be but one missile the Navy thought it should be the Navy's and the Air Force thought it should be the Air Force's. As a consequence, we have two such missiles—the Air Force's Matador and the Navy's Regulus.

All of us had had similar experiences with the military services. We were familiar with the rivalries and jealousies that would cause delay and frustration. We knew of the unwillingness of one branch of service to contribute personnel, money—or even information, at times—to a project for which some other branch would get the most credit. We all felt that a joint-effort satellite would take a long time to get off the ground, much less reach outer space. We finally decided that breaking the space barrier would be an easier task than breaking the interservice barrier. If the job was to get done in a hurry, it had to go to a single branch of service.

Once this was decided, the assignment was a tossup between the Army and the Navy plans. Four committee members felt it would be wisest to



**AUTHOR FURNAS** 

OR. ATHELSTAN SPILHAUS, technology dean at U. of Munnesota, member U.S. IGY panel, urged start on U.S. sateflite in '54, blames lag on "too few scientists in industry management jobs, not enough money for basic research or science teachers."



SEN. GEORGE SMATHERS (D.)
"Government ineptness, smugness have produced false sense of security. The President says we aren't competing with Russia on satellites. But we cannot afford to be second best; the stakes are our survival."



SEN. HENRY JACKSON (D.): "Up to '55 the President had not been adequately briefed on probable Soviet superiority in missiles. Our program still has no top missile boss. Russia has dealt a devastating blow to U.S. prestige as world's technical leader."



DR. I. M. LEVITT, director of Fels Planetarium: "The Pentagon chose to ignore the fact that the Air Force Jupiter C was capable of launching a satellite if its last stage had been fired. This was a horrible mistake, for which the U.S. scientists are not to blame."



TRACKING SATELLITE in mobile tracking van, seen sts from California Institute of Technology

measure its radio signal. Sill metted at the right is a table set up on boxes to hold the names support.



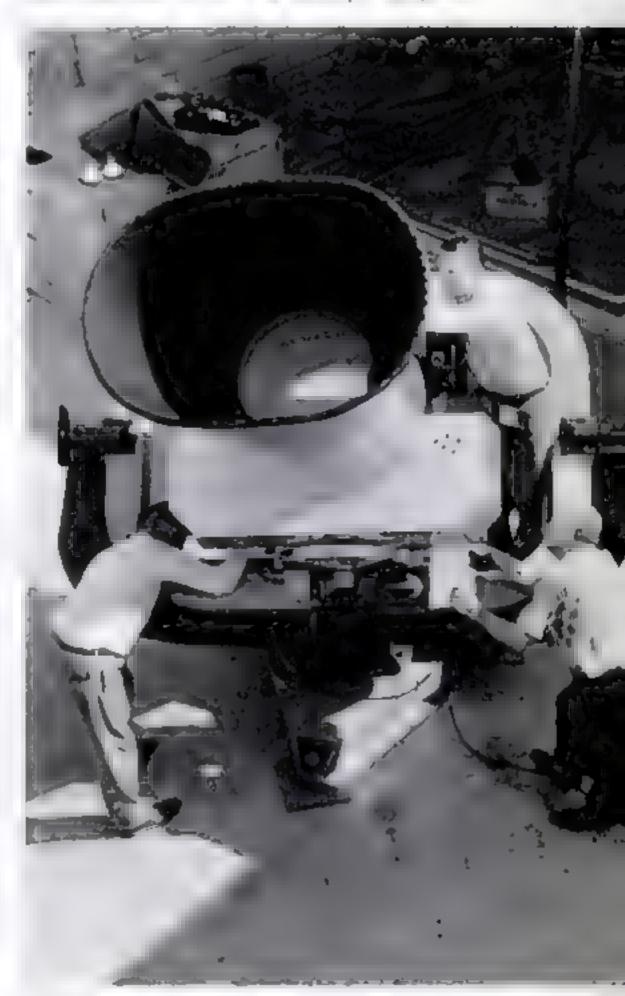
UNDER GUARD at For Monomath N.J. Army to ento potential and or sold or sold for sold it or

ANALYZING DATA proceed operations at Mechanick station near Washington let or the get o dd.





Steel Clay total his color telescopic acceptant



HUGE CAMERA, one of 12 availt in track U.S. Van guard in a semilled in California to track Speak k



Oak Ridge lah: "Interservice competition in making of missiles is for the birds. What if we'd tried competition to make the H-bomb! We need one big central laboratory which merges all research on satellites and missiles."



AUSTIN N. STANTON, president of VARO Mfg. Co. which makes satellite instruments: "Ample funds were improperly applied. Our first satellite program could have beaten Reds, but efforts to get contracts and personal fame stymied American scientists."



RICHARD S. MORSE, head of National Research Corp. and Defense Department adviser: "Wilson was deaf to scientific advice. The Defense Department, and even higher levels, lacked technical understanding, did not make sound, prompt decisions,"



TREVOR GARDNER, Air Force assistant secretary from '53 to '56; "We started too late, did not have enough money, faced interservice squabbles, Government separated military and satellite research work, Our military felt nonmilitary satellites a waste,"

that the needed power could be built into the Navy missile in time for IGY. But one other member and myself cast dissenting votes. We felt that the Army's advanced rocketry would make possible an earlier satelite launching. The remaining three members said that, since they were not missile experts, they would go along with the majority. Quarles was handed this split recommendation. After a careful study, he assigned the job to the Navy, and it became known as Project Vanguard. Quarles's decision was purely technical. No politics were involved.

From the beginning we were stymied by the chronic monetary constipation of the armed forces wherever expenditures which they consider nonmilitary are concerned. Money was squeezed from odd corners of the various military budgets, and we got all the help which the National Science Foundation could give us. But the funds were dribbled out in such a manner that work was often slowed up for weeks and months at a time.

Then a new blow fell. In the original budget discussions we had understood that whenever we used the facilities of the Army, Navy or Air Force, they would absorb the "housekeeping" expenses. But meanwhile there had been a drastic revision of the military accounting system. As a result, when we used, say, Patrick Air Force Base in Florida for a missile test, we had to pay rent for use of the missile range and also pay the cost of all the personnel and equipment we needed. These enormous, unexpected expenses raised havoc with our already tight budget.

To make matters worse, the program lost the leadership of Quarles, who moved up in August 1955 to become Secretary of the Air Force. For several months there was only an acting assistant secretary for research and development in Quarles's place. Then in December I took over the job. Sit ing in his seat, I got an even better insight into the difficulties of reconciling the numerous interservice rivalries. It was during this period, for example, that the well-publicized row occurred over whether the Nike or Talos should be our standard antiaircraft missile. The Army pushed the Nike, but the Air Force insisted on using the Talos to defend its SAC bases. The matter was finally solved, not by dropping one of the missiles but by assigning the Army responsibility for both. (There

was still a third one—a special Navy Talos for shipboard launching.) As Quarles's successor, I also had jurisdiction over the satellite program, but it never did receive the high-priority status it would have needed to get it into its orbit before the Russian Sputnik.

Let us not pretend that Sputnik is anything but a defeat for the U.S. During World War II, when officials were trying to make light of a discouraging setback in the Burma campaign. General Joe Stilwell said impatiently, "I claim we got a hell of a beating." We might as well make the same admission regarding the Russian satellite. We did, however, go back and win in Burma. In order to go back and win the race for scientific supremacy, there are some things we must do.

▶ We must revise our naive attitude toward basic research. The armed forces must understand that money spent on background research is not money thrown away. And Congress, now that it has created the National Science Foundation, should have the courage to vote it the funds it needs to carry out its many important programs.

➤ We must give much more aid and encouragement to our educational institutions in turning out more engineers and scientists, especially at the graduate level.

▶ We must change our public attitude toward science and scientists. At a time when Russia was building a scientific elite, we were treating our patriotic scientists with hostility and suspicion. No one can accurately estimate the amount of damage that was done.

Finally, we must somehow reorganize the obsolete administrative structure of the armed services. There is no reason why a civilized nation should not be able to use all the money and all the talent and all the facilities of all its branches of nulitary service on those programs which it decides are consistent with the best national interests. In the case of the space satellite we had the money and talent and facilities to do the job—but only in pieces, with the pieces trapped within the high fences surrounding the individual services. Unless we can devise without delay some means of putting the pieces together and keeping them together on a permanently functioning basis, I am afraid that we will soon find ourselves gaping at still further Russian triumphs.



SEN. STUART SYMINGTON (D.) asked for special session of Congress. "Ironclad budgets have harmed our defense, yet Budget Bureau told Congress it had enough money. When the President says Sputnik represents no danger to U.S. he is misinformed."



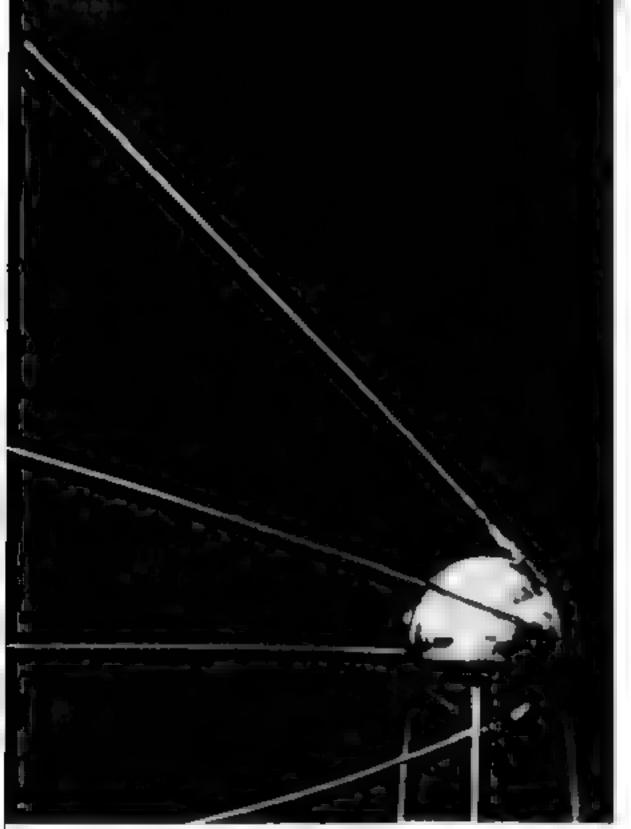
RAY JENKINS, a defense lawyer in Nickerson trial (LIFE, July 8): "Due to Wilson's pigheadedness, Navy lobbies, and Navy's exaggerated claims, the satellite contract was taken away from the Army, which could have launched satellite six months ago."



HARRY STINE, a rocketeer fired by Martin Co. for speaking out: "Russia listens to men with vision. But we lost five years because no one would heed rocket men. We're a smug, arrogant people who just sat dumb, fat and happy, underestimating Russia."



DR. ELMER HUTCHISSON, director of American Institute of Physics: "In Russia scientists and teachers are esteemed, youngsters taught physics from the fifth grade. Unless we give children more disciplined scientific schooling our way of life is doomed,"



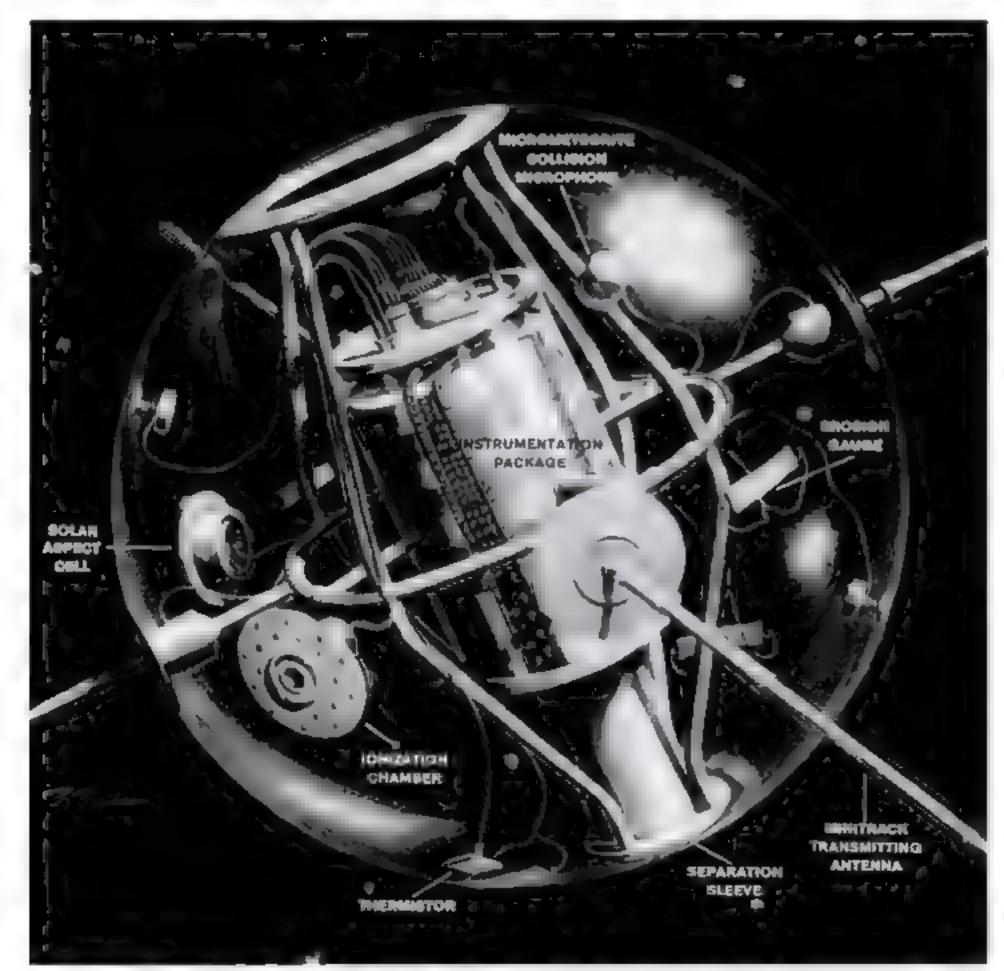
soviet satellite. Sputnik, is shown with radio antennas. The Russians have said only that the 23-inch aluminum sphere weight 184 pounds, is filled with nitrogen to control temperature, storage hatteres, radio transmitters and instruments to relay temperature and meteorite contact to earth as ended signals. Cutaway drawings so far received from U.S.S.R. are copies of U.S. concepts, not of Sputnik.

Satellite CONTINUED

# WE ARE SERIOUS, BUT WITH SMILES

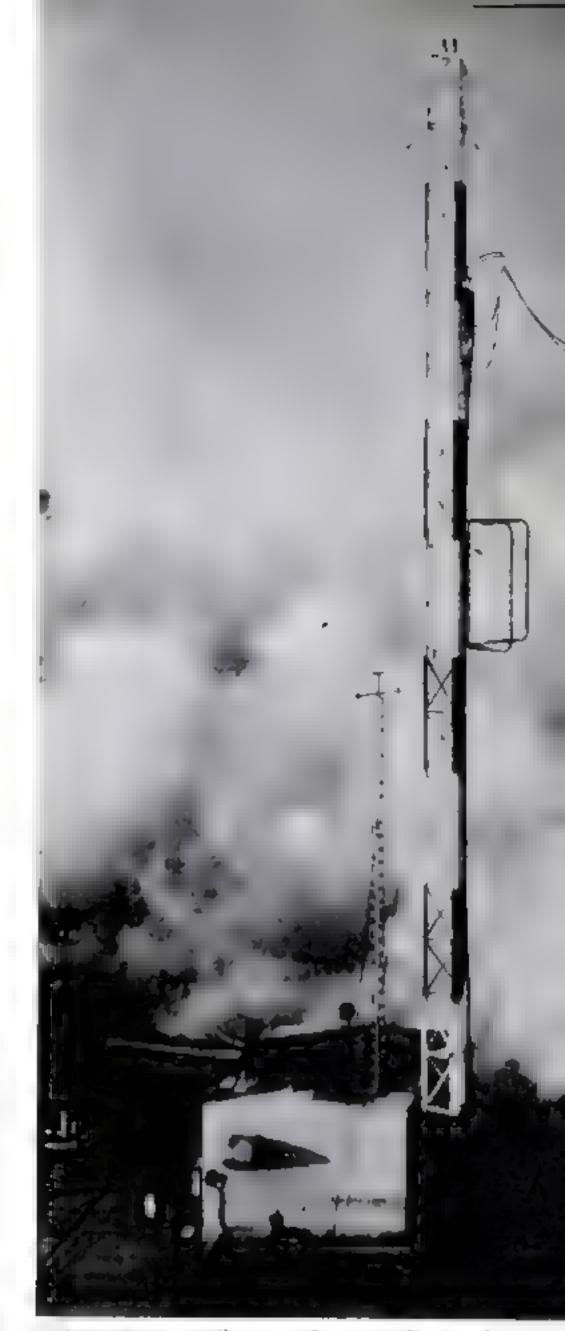
U.S. reaction to Sputmk, which is Russian for "fellow traveler," took many forms. To calm customers' nerves bartenders concocted Sputnik cocktails with vodka as the base. To cash in, toy manufacturers came out with a variety of items.

Underneath the levity the U.S. was plannly worried. President Eisenhower said, in reassurance, that the U.S. satellite would be better scientifically than Sputnik. But Sputnik proved that there were great military, as well as scientific, advances in the U.S.S.R. Getting their heavy satellite up meant that Russia had developed a more powerful rocket than any the U S. has yet fired and substantiated Soviet claims of success with an intercontinental missile. Putting Sputnik into a precise orbit meant Russia had solved important problems of guidance necessary to aim its missiles at U.S. targets. The satellite could also be the forerunner of a system of observation posts which would watch the U.S. unhindered and with deadly accuracy. As one of his first acts on succeeding Charles Wilson, Secretary of Defense Neil McElroy ordered a hard review of the U.S. missile program.



U.S. SATELLITE, Vanguard, is more complex than Soviet model. Solar aspect cell, using energy from the sun, regulates memory unit. Ionization chamber records sun's radiation. Exosion gauge counts particles of meteorite dust which hit satellite. Mi crophones will count the collisions with full-fledged meteorites. Thermistor determines the outside temperature. Separation sleeve covers the spring which

frees satellite from missile. Instrumentation package contains seven layers of instruments which are, from top to bottom, Minitrack radio transmitter, memory unit to store meteorite count, radio coding system to put data into shape for transmitting, memory unit to store cosmic ray data, amplifier for meteorite counter, amplifier for cosmic ray recording device and mercury battery power supply.



U.S. ENTRY in satellite race, three-stage Vanguard missile which will launch U.S. moon, emits white cloud of liquid oxygen and kerosene fuel as it awaits test at missile base in Florida. First stage rocket



SPUTNIK CREATOR, Leonid Sedov, who sparked Red satellite program, beams at Barcelona meeting.



takes missile to 35 miles. Second stage goes to 130 miles. It and mose cone deep off, third stage pushes situate into orbit at 300 miles. Whese strong his tween missile and gautry crime at left fire missile,



TIMELY ENTERTAINMENT for a Chicago sales meeting was a balloon gondola full of pretty models.



INTENT EXPRESSION is displayed by President basenhower at press conference as he answers question about the U.S. satellite program. Well now, let's get this straight, the is saying "I am not a

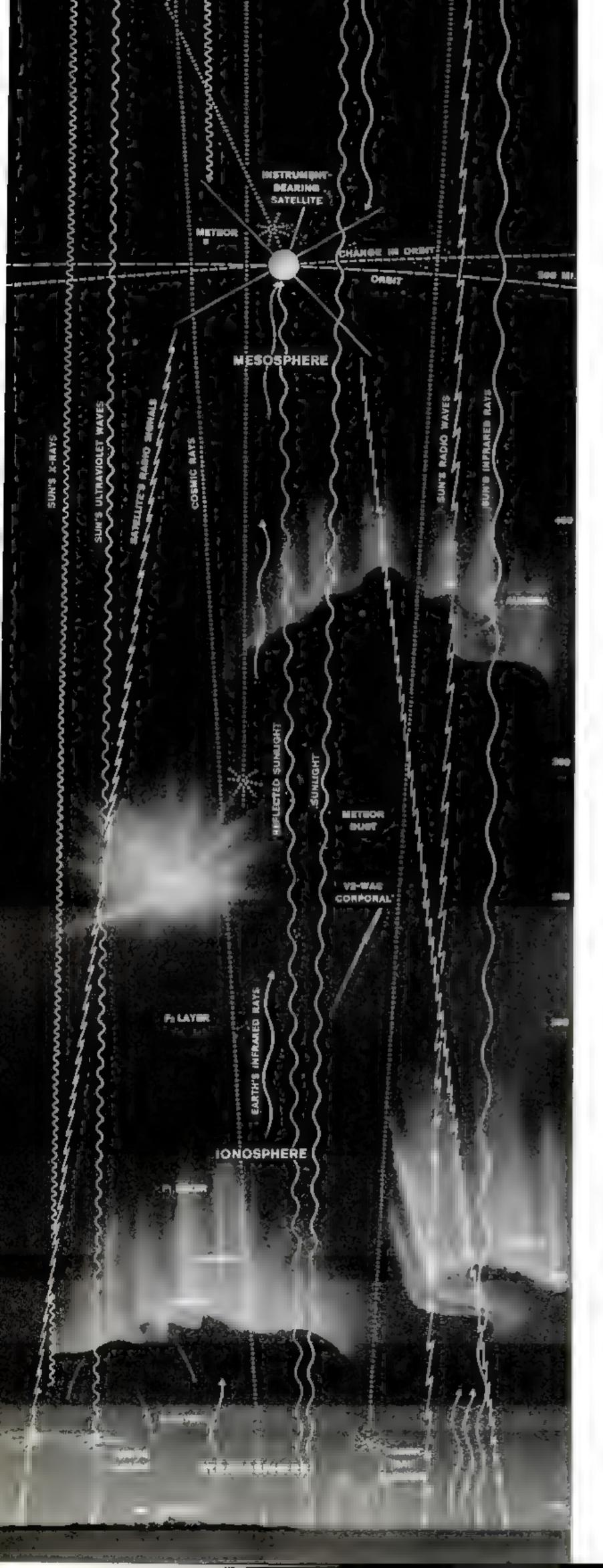


SPACE TOYS displayed by costumed employes of Macy's in New York include suits, guns, balloons,

scientist. He said the Russians had probably gained a political advantage from their satellite but that, if successful, the satellite if e.t. 5, would put op 'will provide much more information than it is one can."



SPACE FASHIONS rushed onto market include skirts, jackets, bats, balloons with satellite motif



# SPACE BEYOND SPUTNIK

By DON SCHANCHE

In today's dawn of the new space era, American scientists and military men are already talking about what comes next. Compared to what the immediate future holds in store, both for the U.S. and Russia, the launching of Sputnik is a relatively primitive triumph. Within the next generation man's conquest of space will include greater achievements, many of which can already be predicted.

For military purposes, one of the most important prospects is the launching of a reconnaissance vehicle which would circle the globe much as Sputnik is doing now, observing every point in the world at least once m day. Such periodic inspection of the earth will soon be possible. By 1960, according to one estimate, the U.S. Air Force may launch a true reconnaissance satellite, which has already been christened Big Brother because it will see everything, as did the fictional Big Brother in George Orwell's book, 1984. This satellite would carry a telescopic camera whose pictures would be recorded on magnetic tape and then transmitted to earth by microwave radio whenever the satellite passed over its home base. Such a reconnaissance satellite would transmit a picture of the earth's weather—essential information to all military operations, including the launching of intercontinental missiles.

Some scientists see another use for satellites—as missile-launching sites in war. The Army's Dr. Wernher von Braun (far nght), developer of the German V-2 rocket and an outspoken space scientist, has proposed sending disassembled rocket weapons to a manned space station. There the weapons could be put together and, von Braun says, be guided back to earth with great accuracy. But military men believe that even when a manned space station comes into existence it would cost too much money to ferry the weapons up there and then fire them back down again. Besides, say the military experts, if war should come missiles could be fired just as effectively from the ground.

In fact, most officers interviewed this week indicated that their primary interest in satellites focuses, at least for the present, on matters that do not have immediate application to warfare. Instead they see the satellite as the instrument which will answer their questions about conditions in space that affect flight. High altitude flight in conventional planes is already a reality. For the future, research planes like the North American X-15 are being built to carry a man 100 miles above the earth. A missile-like bomber is now being planned to fly even higher. These ventures beyond the earth's atmosphere raise some urgent questions: How heavy is cosmic ray bombardment at these altitudes? How will it affect pilots? What will happen to the skin of an aircraft when it runs into clouds of tiny micrometeorites, the dust of outer space? What about the less numerous but larger meteorites that might conceivably strike a plane with explosive force? How do the earth's magnetic and gravitational fields change, and how will these changes affect electronic guidance systems?

These questions—and thousands of others, all involving basic scientific concepts—are begging for answers. The space research that will provide the answers will follow a predictable pattern, beginning with Sputnik and leading eventually to manned forays beyond the moon.

"Cistunar," which means "on this side of the moon." will soon become as common a word as "atmosphere." For many years to come our research efforts in space will be primarily cistunar, exploring space between earth and moon, which are 239,000 miles distant. The first such effort is

### **← WHAT SATELLITES CAN REVEAL**

The value of satellites in adding to scientific knowledge her not only in their reaching great heights but also in their ability to stay there. The U.S. V2-Wac Corporal rocket went up 250 miles but came right down. Satellites would go higher and, during protracted stays, could do the following: 1) learn exact shape of earth—if earth were truly round all moon's orbits would be in same position; flattening at poles and bumps on earth's surface after orbit position. 2) Learn density of mesosphere, atmosphere's top layer; moon's speed varies according to mesosphere's density. 3) With microphones and erosion gauges gather data on small meteors and meteor dust, which could damage space ships. 4) Send radio signals into the ionosphere, atmosphere's electrified middle layer, and discover depth of D, E and F layers from which radio broadcasters bounce their signals for long-range transmission. 5) With photocell study earth's clouds by recording amount of sunlight reflected from earth. 6) With counters count cosmic rays from space, X-rays and radio waves from sun. 7) With analyzer study sun's ultraviolet rays; these play little-understood role in storms. 8) Measure difference between infrared (heat) rays emitted from sun and infrared rays radiated up from the earth; the difference varies with wind currents in the lower atmosphere and thus gives information about the winds. 9) Study auroras. 10) Photograph earth. Satellites would relay information to earth by radio and TV signals.

# LIES WITHIN OUR GRASP

Sputnik, and even if the Russians never announce the results of their own studies of this device its orbits around the earth will provide the U.S. with valuable information.

Until now geographers have not known the exact shape of the earth nor the exact distances between continents. Consequently, even if the U.S. had an accurate intercontinental ballistic missile, we probably could not hit a distant target with it because we do not have pinpoint information about where the targets are. Sputnik will help solve this problem for the U.S.S.R. and maybe even for the U.S. By observing it simultaneously from two or more points on earth, experts can use elementary geometric triangulation to determine the precise distances between those points.

After Sputnik the next steps into space will be more advanced satellites like Vanguard, whose rocket is shown on pages 24, 25 and whose moon is at bottom left of page 24. Although much lighter than the Russian space vehicle, Vanguard will contain equipment which can gather far more information. After Vanguard satellites will gradually grow heavier and more complex, like those shown on pages 28, 29. They also will begin doing jobs of direct and measurable benefit to mankind.

Some satellites will observe the pattern of weather formation on earth, enabling meteorologists to make weather predictions months, and possibly even years, in advance. Agriculture and all other human efforts which depend on weather will benefit enormously, thus providing the first practical pay-off of space research. Dr. John P. Hagen, director of Project Vanguard, also predicts an orbiting telescopic observatory which would "study the nature of the surfaces of other planets, of the sun and of the stars." Enk Bergaust, editor of Missiles and Rockets magazine and one of the best-informed space enthusiasts in the U.S., has written that



SPACE MISSILE SYSTEM is envisioned by Army's von Braun. Manned space satellite (right) would travel in orbit. Unmanned missile carrier (center) would be sent up. By radio, space satellite would fire missile (left), direct it to the target. Enemy could send up satellites in the same orbit to destroy the system.

such a satellite would circle the earth once every three hours at a distance of 2,600 miles.

Next will come a microwave relay satellite which will pick up and rebroadcast radio and television signals. It will require a permanent source of strong power, perhaps provided by improved versions of present-day solar batteries or by a portable nuclear power plant. It will travel in an orbit 22,500 miles from the earth. At that distance a permanently orbiting satellite remains relatively fixed over the earth, rotating at the same relative speed as the globe below it, as if it were anchored by a 22,500-mile cable. Four of these satellites spaced at equal distances around the equator could blanket the earth with radio and television broadcasts from all nations. The commercial implications of such an arrangement are obviously tremendous, and the political implications in the battle for the minds of men are equally great.

Another step in space—one which, according to several Washington sources, could come right now if the U.S. wants to take it—is unmanned flight to the moon. A scientist working on Project Farside, one of several U.S. rocket programs, reports that a refinement of the rocketry already developed could hurl a 3½-pound pay load to the moon, or possibly into an elliptical orbit around both the moon and earth. "The only reason we haven't shot something at the moon," said an Air Force colonel, "is that no one has ever given us a reason for doing it."

Major General Bernard A. Schriever, chief of the U.S. intercontinental ballistic missile program, told a space symposium in San Diego last February that the propulsive unit of the Atlas ICBM is strong enough to drive a pay load of perhaps several thousand pounds beyond the earth's gravitational pull. The speed required for this feat, called escape velocity, is 25,000 mph. Schriever added that the guidance system presently installed



FLYING INTO HIDING where he would not he pressed to criticize U.S. lag, Dr. Wernher von Braun, Army's top missile man, buys insurance at Alabama airport.

in the ICBM is "sufficiently accurate to bit a target much smaller than the size of the moon."

Scientists in both Russia and the U.S. hope someday to put a self-propelled laboratory on the moon's surface. A Soviet proposal made by space expert Y. S. Khiebtsevich envisions a small tracked vehicle like a miniature military tank (Khiebtsevich calls it a "tankette"). It could contain a device for measuring soil samples and also a television camera and spotlight to give man his first close-up view of the lunar landscape. The little vehicle's total weight, according to Khiebtsevich, would be less than a thousand pounds.

"Things like that are not too far off," says the U.S. Navy's Dr. Hagen. Before tankettes actually crawl about the moon's surface, medical researchers will begin putting biological specimens into artificial satellites—first insects and plant seeds, then live animals. The animals, probably mice and monkeys, will be placed in hermetically scaled capsules containing air and food. In space the animals will be totally weightless and their reactions to this condition, as indicated by heartheat and respiration, will be radioed to the earth by telemetering equipment and later by television.

Although space medicine is in its infancy, much is already known



SMALL VANGUARD, 3½ pounds, which U.S. will try to launch in December sits on table as scientists of Naval Research Laboratory explain it to British officials.



COLONIZING MOON, are aroung to Societive be use as illustrated by a fare arrest framedescriptions amongs of the Research While robot to ketters experientive suit are presearch will be an farmetically scaled domes built over the raters.

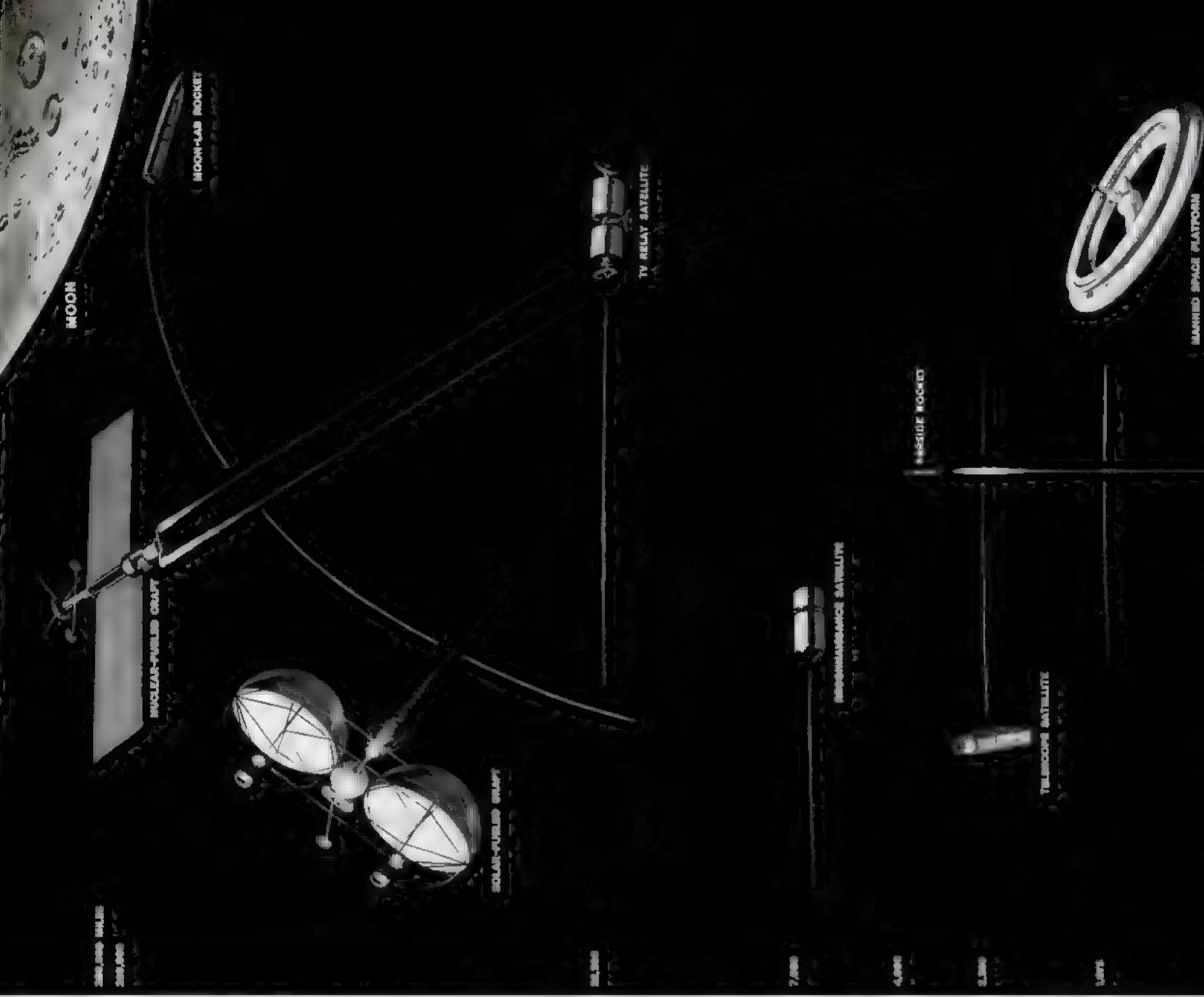
# Satellite CONTINUED

about the effects of space or fixing creatures. Monkeys and may have some sent to about a solution. Verther reach its and recovered after the part of gravity. Once in the upper atmosphere they experied attack to they among the animals unless they find observed of the animals unless they find at year observed attack to they find at year observed animals unless they have by An Force Mayor David Simons, who spent 32 hears in each capsale which was testind 90% of the earth submissible to may be made about how man on take his customical near the him into space.

Before man car explore the new broath of present safell to any dominant care the control of the period of the safe of the first period of the case of

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Ope selettest questested in Washington the week between an innabled platform in space will not be positive for another 25 sears.



but v. r. Braun, and strans ment it can be established within six or eight years.

He coest at not of a space pathern may be the first great mile storie in man's conquest of interplanetary space, for it will probably be the most confound has been wanth rocket ships can be faunched or transformational has been under the front space amount of find i space has interplanetary that the tremendous amount of find i space platform, using small mount of sustained power required to the sacuum of outer space By beginning such interplanetary flights from a space platform, using small rockets and find betweet up from the earth rocket ships could be fired to for surfaced up from the earth males away at 4s desert point to could, and to Mars. Si indianoundes away

As with the satellites, the first fights probably would be uncranned research of ats most akely firsted at the nearest planet. Verus

Her Air Force is now studying the possibility of developing a light-weight noolear rocket. With sach a rocket which are optimistic specialist says a measure by reast for developed within fee to 15 years interplanet of ilght will be within entire planet of ilght will be within entire planet.

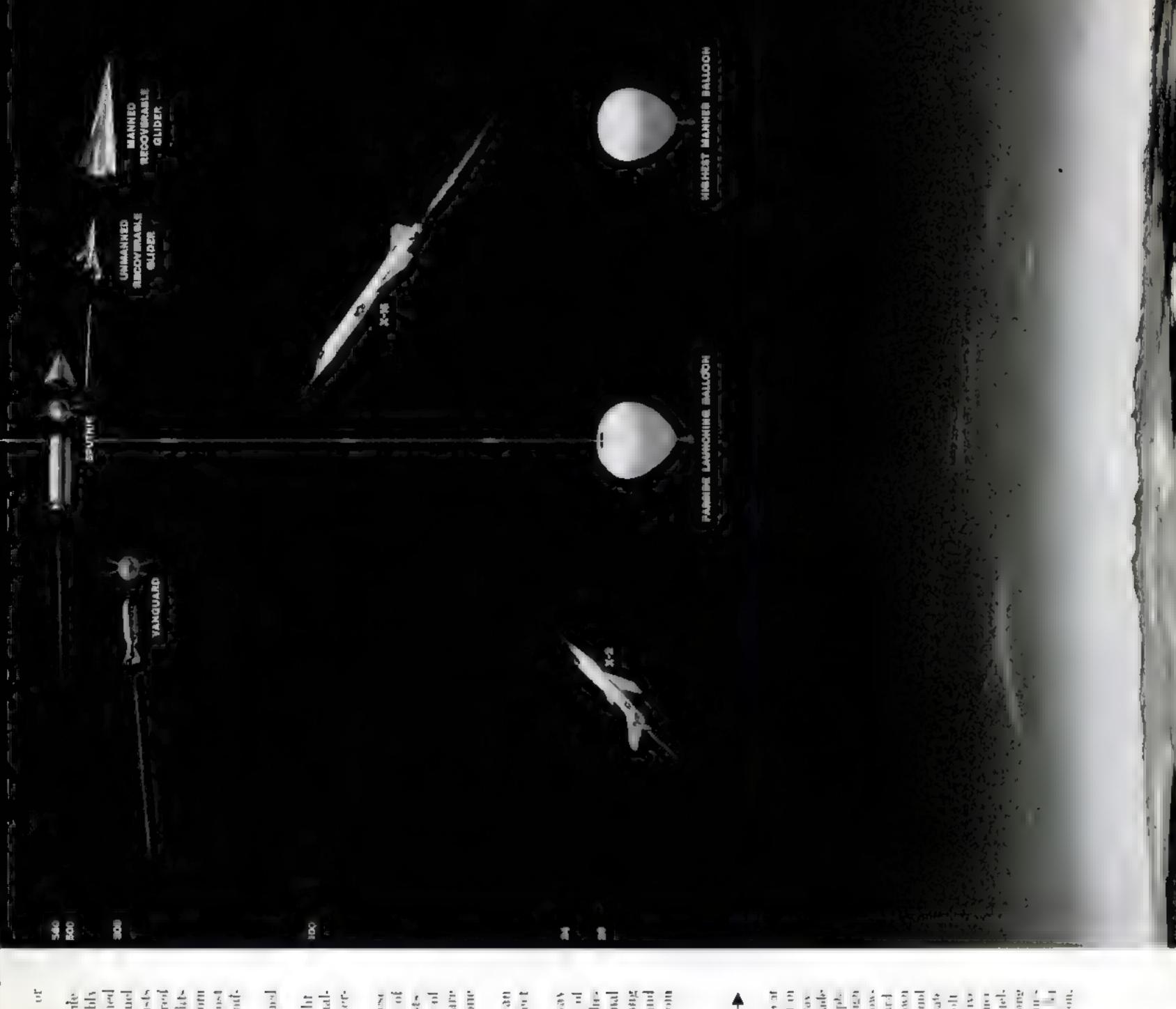
In the view of the nearwho manage by space research, all of these steps into space are bredegically and scenifically feasible. Some of them, heads are been a propared by seconds exclusion and inclusive steps will be taken by the U.S., by Russia and by other nations of the world. England, Sweden, Switzerland, Germany Japan, which are seconds vengaged at the basiness of rockets. It will mean a race, and one which angular have due consequences for the losses.

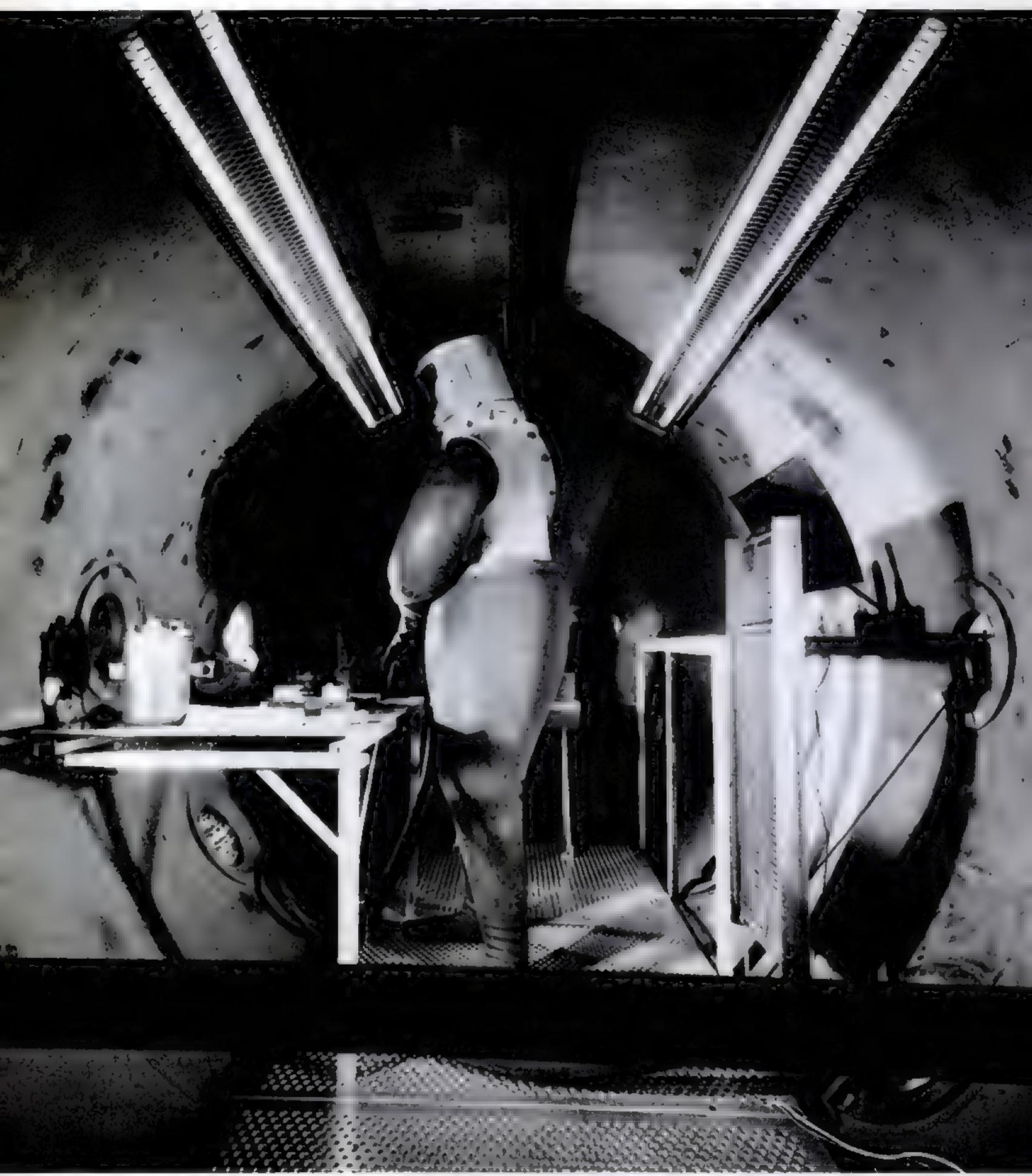
One tongare-mechank researcher, anymous to plunge the US auto an all-out effort in the space trace recently proposed a povel larar project to the Office of Scientific Research.

This waggiest set uties suggested that we line a man on a one-way rocket flight to the moon and send with him only a one-war supply of cavigorand tood. The traditionally softlienrical American public, he there is nould arstantly call upon all its warshrenowing organizational telerit, backed by supponding expenditures of money and effort, to bring me kinar formula sarely home. By the time he was back with his wife and endered in year to space research would be in a position of heighesting from with it ould never be distalged.

# VEHICLES HERE AND TO COME →

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test Hansen works with a radio to be which questes even from less and value containing glass shelf has been left off. (I us permitting easy experimentation with its internal design. At in mocht perture was taken vacciors in chambe, equilor that at 95% mices altitide. To highest vacciors in which it is not less cold and

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# SHELL FROM A TO Z - AN ALPHABET



# Kale Worm

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# Kerosene

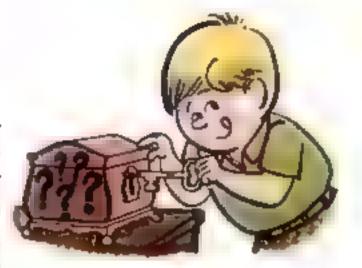
Almost a handred years ago this petroleum product was a necessity for lighting our world Today, in new jet fuels it shrinks that same world so that entire com tries are days closer in travel time. Another hundred years—and who knows how kerosene will be working for us?



# OF GOOD THINGS ABOUT PETROLEUM

# Key

When you're young, a key is curiosity. When you grow up, curiosity is the key. Curiosity is the big door-opener to tomorrow—the precious quality in man and men to want to challenge today to



make tomorrow better. Curiosity is a key trait with oilmen. You see it helping you daily in 1001 useful things from oil.

# Kick

Plunk! And the crowd roars while 22 young men battle over an oval pigskin filled with air. To a man from Mars, it would be incomprehensible — especially when he found that the "pigskin" isn't. Footballs are made from the skins of several



different animals. What tans their hides to make 'em tough? Shell chemicals, of course.

# King, B. L.

Next time you're near 1702 Tuolumne St., Vallejo, California, stop in to see Mr. King. He's one of 23,000 Shell dealers and always glad to see you —to beef up your tank with Shell TCP, sweeten your en-



gine with Shell's X-100\*, and see your car go away happy. And you will, too. As with all Shell dealers, with Mr. King you're King.

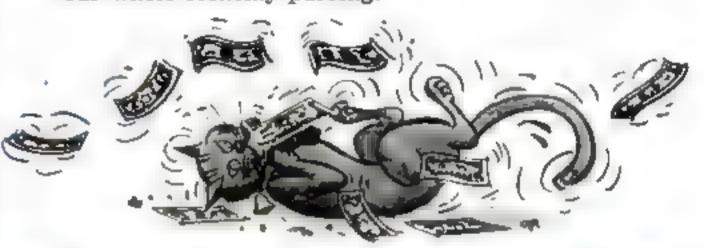
# Kitchen

Slice goes the knife; spill goes the milk; bang goes the spoon. And Mommy just smiles, for she knows her plastic counter tops and tile walls are kidproof. (Did you know kitchen plastics come from oil?)



# Kitty

This hungry feline is important to every large business—but especially so to the oil industry. We mean the kitty we feed when we set aside millions for research, for expansion, for capital expenditures. This kind of kitty-feeding keeps our whole economy purring.



# Knockout

When you drill for oil you usually get undesirable water, too. A tough problem. But the oilman punches out a solution with a special tank called a "knockout." It filters out the water, leaves oil the winner and still champion.



K INDERGARTEN is the first step on the road to college for more and more of our talented children. This year college enrollments total 3.2 million—and will double by 1967. Urgent question: who will teach them?

One solution: this year the Shell Companies Foundation, Inc., expanded its Merit Fellowship program to provide 90 full summer-term fellowships for high school science and mathematics teachers. In addition, the Foundation provides 52 graduate fellowships and 20 grants for fundamental research to 43 colleges and universities. These funds, allocated from gifts made by Shell companies to the Foundation, represent one of the largest such programs in industry.

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## COMMON SENSE AND SPUTNIK

#### LET IT REMIND US THAT GOALS ARE REACHED BY HARD EFFORT—AND OF <u>our</u> goals

A young rocketeer named G. Harry Stine, who was fired last week by the Martin Company for too volubly belittling the U.S. missile program, made a sharp remark about Sputnik. "This is really and truly 'the shot heard round the world,' "said he, "I wonder what the dead veterans of Lexington and of Korea are thinking."

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The Korean veteran may be reminded of those Russian MiGs of 1950, the deadliest but not the first notice we had had that the Russians are not a technologically backward people. It had taken them only four years to break our A-bomb monopoly. It took them nine months to overtake our H-bomb. Now they are apparently ahead of us on intercontinental ballistic missiles. For years no knowledgeable U.S. scientist has had any reason to doubt that his Russian opposite number is at least his equal. It has been doubted only by people—some of them (see pp. 22, 23) in the Pentagon—who confuse scientific progress with freezer and lipstick output. Sputnik should teach them what the Korean veteran learned the hard way.

The dead Korean veteran may be reminded of other hard military realities. One is that the conflict between freedom and Communism is a long, tiresome and seesaw business in which the apparent lead can change many times. Sputnik is not a weapon, but it has immense military meaning. The propulsive thrust that launched it could launch an ICBM. Right now its coded messages are probably telling Russian weaponeers more about the upper atmosphere in which ICBM must travel and more about target-finding than they knew two weeks ago or than we know yet. But Sputnik's monopoly of outer space will be brief. The U.S. moons that will challenge it are likely to be even more informative—and less secretive, as befits our strategy of albances.

Korea was a military standoff. The balance of caution that kept that war local and nonatomic has since been frozen into a "balance of terror." The insect analogy first tested in Korea is still the key to such peace as we enjoy: two scorpions in a bottle will claw but not sting each other. Our retaliatory sting is as mortal and deterrent as ever, even when carried in the SAC bombers Khrushchev has prematurely declared obsolete. Sputnik has not broken the bottle, just clouded and swollen it.

The clawing may also not be over. The more heat we turn on our own ICBM program, the less can we afford to neglect preparedness for limited and peripheral warfare. If SAC is not obsolete, neither are the U.S. Marines—or the guerrilla and platoon tactics so heroically learned by 16 nations in Korea. Sputnik surveys a dirty planet.

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So much for hard military realities. They are only part of the common sense about Sputnik. In the long run, political realities are more important.

Russia's pointical prestige has been enormously magnified overnight, but not everywhere and not for long. A Swiss paper credits Sputnik's timeliness with having "virtually saved the 40th anniversary of the October revolution," since the rest of the fare for that event "was so sterile and pitiful that they could hardly expect to spark any enthusiasm even in their own Communist ranks." A Paris paper reminded its readers: "The cost of this satellite is 40 years of deprivations by the Russian people." Said another: "It is easier to make a revolution in the sky than on earth."

Perhaps that is what the dead heroes of Lexington would be thinking. The revolution they began is still a tremendous though unfinished human success. But Sputnik will not feed Khrushchev's subjects or cement the crumbling walls of his inhuman empire and irrational economic system. Indeed the failures of Communism have made its political defeat not only a necessary but an increasingly visible goal of U.S. policy.

Instead of changing this goal, Sputnik should remind us of what we ourselves have proved many times from Lexington to the Manhattan Project: that any great human accomplishment demands a consecration of will and a concentration of effort. This is as true of the liberation of men and nations as it is of the conquest of space.

It may seem impious to summon the ghost of the "embattled farmers" of Lexington, with their quaint optimism and simple certitudes, into our complex "age of technological imperialism," as Columbia's dean of engineering calls it. What has the assertion about human liberty heard round the world of 1775 to do with Sputnik?

"Technological imperialism," which draws or forces all human knowledge into the service of the state, is a frightening reality as man's knowledge and power increase. So is the "cultural lag" that abets this imperialism. In the next 20 years our environment may be altered more radically than in the last 200. Yet most living men are still poorer, more ignorant and more alien to scientific ways of thinking in our time than those embattled farmers in theirs. Faced with subtler and more plausible tyrannies than George III ever knew, we inherit from them a revolution that has scarcely begun. And our weapons against this new "technological imperialism" are still the weapons of Lexington: courage and reason.

•

U.S. foreign policy has developed in a straight line from the assertion of human freedom made at Lexington. It has been generally faithful to that assertion as a universal cause. It has been generally ready to combat and limit freedom's perennial foe, which is any form of uncontrolled power. Early in our brief atomic monopoly we began seeking international methods to control the weapons that could interrupt human history. The key feature of all our plans for controlling these weapons is an inspection system that would invite the confidence, if not guarantee the security, of reasonable men. This quest has been repeatedly rebuffed by the Iron Curtain, whose menacing mysteries inspection would undermine. Last week Henry Cabot Lodge presented still another version of this plan to the U.N., proposing immediate discussions for keeping deadly weapons out of the ionosphere, so that this vast new realm will be used for the "exclusively peaceful and scientific purposes" of the human race.

Commander George Hoover, U.S.N., a veteran of Project Vanguard, remarked last week of Sputnik: "I think this is the first step toward the unification of the peoples of the world, whether they know it or not." These words may or may not be good prophecy, for obviously the common cause is yet to be found. But they surely suggest the right vision of policy for any nation which identifies its own cause, as the U.S. identifies its liberty, with the cause of all mankind.

The U.S. cannot lag in weapons against Communism; indeed we must recover our lead to strengthen our hand in seeking a reasonable agreement with Russia that free nations can accept. But while doing so we must gain strength also from our older, grander mission, the one Communism can never share. That mission is to make this world more habitable even while we explore others; and to keep the light of freedom and reason accessible to all our fellow men.





SPEAKING OUT during a study-group discussion-of school problem held at Pulaski Heights Christian Church, Mary Lou Glenn says, "Why can't each person take a stand when discussing the issue? People who are not in favor of violence are slow to be counted. They aren't dramatic. They don't make the news."

**PLEA FOR LAW AND ORDER** was drafted by committee of civic leaders (above). Utilities executive William Shepherd holds an ad committee ran after some feared resolution nuglit be taken as favoring integration. The ad (below) makes clear group was neither for nor against integration, but against violence.

# This RESOLUTION speaks for itself . . .

It is a simple statement of objectives and principles to which we believe any God-fearing citizen of our City can subscribe. This statement and our original Resolution herein quoted, are not intended and must not be interpreted as support of, or opposition to, segregation. Any attempts to read other meanings into this Resolution we hereby reject. We believe that our citizens are an xious to go on record as favoring these objectives as stated in the Resolution. We urge all citizens to adopt this Resolution as a beginning in the restoration of law and order and peaceful process in our city.

#### THE RESOLUTION

A STATEMENT OF OBJECTIVES AND REDEDICATION TO PRINCIPLES

We believe that the people of the City of Little Rock regardless of their feelings on the subject of segregation

- 1. Selieve in and are dedicated to government by law and order
- 2 Detest and condemn violence
- Have faith in the use of democratic legal processes for the settlement of differences.
- Need a period of continual colm consideration of all the facts and circumstances.

Therefore, we call upon all of the citizens, and argonizations of citizens, to resolve that they will

- e Uphold those who enforce laws without reservation.
- b. Condemn violence and threat of violence or the encouragement of violence.
- c. Join unitedly in daily prayers for guidance and counsel for all who lead our people.

# VOICES OF CONSCIENCE HEARD IN LITTLE ROCK

For six turbulent weeks in Little Rock—ever since the battle over integration at Central High School began—the animal cries of the mob had drowned out the still but potentially massive voice of a city's conscience. Last week that voice, the voice of Little Rock's vast law-abiding majority, was finally making itself heard. The business leaders shown opposite, distressed by the thuggery of the extremist rabble and aware of a fall-off in trade, agreed on a resolution (opposite page). And last Saturday morning, in 84 Little Rock churches like the one below, men and women of all faiths gathered to pray for an end to the violence. Among the some 7,000 who attended the Saturday services there were few who welcomed integration. Most opposed it. But all were now subscribing to compliance with the law of the land, which means integration.

Joining in the prayers was Governor Orval Faubus himself ("I pray without ceasing"), whose actions brought on the Little Rock turmoil and now sustained it. He said buildly that the only solution was to take the nine Negro students out of Central High and, with the troops removed, let emotions "cool down." Since the U.S. government had no intention of seeing federal court orders thus thwarted, the stalemate continued.



IN GOVERNOR'S MANSION Faulus reads an inspirational passage during Little Rock's hour of prayer. He had fin and his doctor advised him not to go out.



CAPACITY CONGREGATION fills the Westover Hills Presbyterian Church for the special service. Church elders had been the first lay group to place newspaper

ad calling for peaceful compliance. The Rev. Richard Hardie here gives closing prayer: "Guide us out of the darkness and impasse in which we find ourselves."



OUTSIDE THE SAM RAYBURN LIBRARY THE CROWD OF 6 000 GATHERS FOR DEDICATION CEREMONY THE ONE STORY BUILDING STANDS ON FOUR-ACRE PLOT

# 'MR. SAM' DEDICATES HIS OWN MEMORIAL

Through no fault of his own, Sam Rayburn was born in Tennessee 1 at he moved to Texas just as soon as he could, at the age of 5, and has been the nation's preeminent Texan almost ever since. Last week a passel of Mr. Sam's friends gathered at his Bonham. Texas home town to help him dedicate the Sam Rayburn Library, a \$500,000 marble structure honoring the man who has served in the House of Representatives since 1913 and been Speaker of the House longer (13 years) than anyone else. Among the celebrities on hand were his old friend and fellow Democrat, Harry

Truman, and an impressive gathering of Texas millionaires (p. 41). Mr. Sam started the library fund with \$10,000 of his own. Other gifts ranged from lump sums of \$50,000 to pennies contributed by school-children. To make him feel at home, the library features a replica of the Speaker's office (below), complete with original furnishings from Washington. (The Washington office was refurnished.) The library will house to ords of every Congress since 1.74 and the memorabilia of Mr. Sam's long career—a career that his, a hearty 75, shows no sign of ending.

FLANKED BY A PORTRAIT OF HIMSELF. MR. SAM SITS IN LIBRARY'S REPLICA OF HOUSE SPEAKER'S OFFICE, LIBRARY, HE SAYS IS MY LAST GREAT DREAM





#### STADIUM GRAINS-

all-weather leather shoes with full soft-leather linings

These new Roblees are rugged on the outside—smooth on the inside. Solid comfort in the roughest weather! That's because the finely pebbled upper leather in each of these shoes has a full lining of glove-soft leather. Stadium Grains are football-tough, take a beautiful shine, and stay soft and pliable on your feet. And like every Roblee, all three classic styles above give you the famous "open-collar" feeling. All patterns available in all colors shown. Roblee Division, Brown Shoe Company, St. Louis.





Snider's chili-pepper flavor gives food a bright new lift. It heightens your enjoyment but never bites your tongue. Whatever tastes good with catsup tastes better with Snider's. Won't you try it?



WELL-HEELED WELL-WISHERS converse of the lawn outside Vir Sames lines. It am is a see Sac Richards a callest interested in land at the U.S. solve Carperter ores ext. Swither Life his rare. Without Is may thoughton

Fastern Transferssion Company Congression for Kilgar buck a construction, and Herman Brewn president of Brewn and Roof we dware research in the



INDOOR CHAT involves Scripte Majority Teatrer Larcon Jestson was puts. In odly interested John Councily Jawser to Olbert So Richardson.



OUTDOOR CHAT mentions Smiled School consistent of Dala, Control with ordinary and some fixed Signed Control and Signed Control Control and Control Con

mr. sam breaks up a vere not a Harry Tromar - 
as the constant replaced Speckers office In one
models Reviews note Sample For Review



#### ROYAL GODFATHER DOING HIS JOB

At a Serbian Orthodox church in London, Prince Philip took a firm grip on a three-month-old princess, then gently lowered her into a baptismal font. He was acting as godfather to the daughter of his niece, Princess Christina of Hesse, and Prince Andrej of Yugoslavia. The little princess was christened Marija.



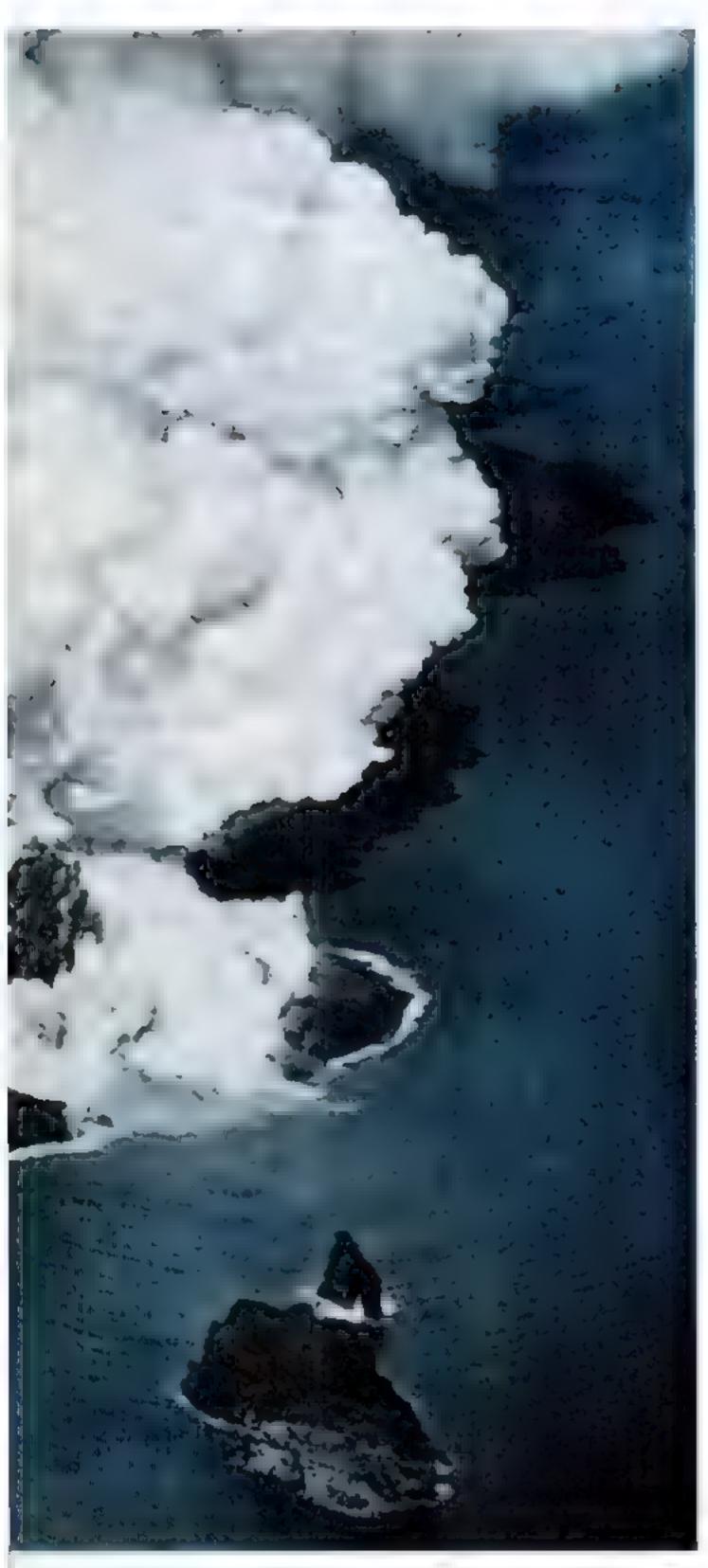
## A LOOK AT THE



#### **←-STUDENTS BRAVING POLISH POLICE**

Outside Warsaw's Polytechnic institute, where a year before students had rallied to the support of Wladyslaw Gomulka, Polish students shouted "Gestapo!" "Fascists!" and "Swine!" at the Gomulka police. Inside, 2.000 other students held a protest meeting. The Gomulka government had liquidated the anti-Stalinist weekly, Po Prostu, which helped to bring Gomulka to power. Its order triggered Poland's worst riots since the Poznan uprising of June 1956. Thousands of students battled with police for two nights, and hoodlums clashed with them for three more nights. Then fear of Russian intervention and the strong arms of the police brought the situation under control.

## WORLD'S WEEK



#### **VOLCANO FORMING A NEW AZORE**

Under a massive cloud of smoke and steam that billowed a nulc into the air a new island rose up from the waters of the Atlantic in the Azores. A volcano 600 feet beneath the surface of the sea had coughed up the island only 330 yards off the west shore of Faial Island (out of the picture at bottom). The explosions, shown here in a photograph by U.S. Air Force Lieut, Alan Lisle who is stationed on nearby Terceira Island, covered Faial's fields with volcanic ash. For two weeks the cruption continued and the island grew 300 feet in diameter in one 12-hour period. Then the volcano began to subside after having produced a new Azore island that was 150 feet high and 2,500 feet wide

THYLOX® gets to the ROOT of your DANDRUFF PROBLEM ...and wipes it out! 1.50

New Medicated Shampoo penetrates fast, goes down deeper, stops dandruff and itchy scalp-yes, even stubborn cases.

The age of medical achievements adds a new name-Thylox-the first liquid medicated shampoo that really stops and prevents dandruff as it washes your hair clean.

Hundreds of medical tests reveal that, for every ten cases of dandruff, -even the most stubborn cases nine show truly remarkable results. Scalps are reported medically clean, hair glowing with health. Dandruff gone.

Why does Thylox work-where

other treatments, other shampoos fail? Thylox has an exclusive curative ingredient that penetrates fast and goes down deeper-wipes out dandruff, stops itchy scalp. What's more, Thylox is completely safe for eyes, pleasant to use and leaves your hair sparkling clean. The shampoo rinses out, the medication stays in.

Buy Thylox Medicated Shampoo at your drug counter, use regularly as directed—and forget you ever had dandruff.

#### WORLD'S WEEK CONTINUED



#### A REBUFF REDRESSED

At the White House, President Eisenhower shook hands with K. A. Ghedemah, Ghana's minister of finance, as Vice President Nixon watched. At Dover, Del., Ghedemah had been told be could not cat in a segregated restaurant. So Eisenhower invited Ghedemah to breakfast,



#### QUINT'S WEDDING

In Montreal Annette Dionne became the first quintuplet to marry as she was wed to Germain Allard, 24, who works for a finance company. After her sister Cecile announced her engagement (Life, April 8), Annette quietly made her own plans, beat Cecile to the altar by a month.



#### BENSON'S BAD DAY AT SIOUX FALLS

After making a speech at a corn-picking contest in Sioux Falls, S. Dak., Agriculture Secretary Benson stared at a goody mess. Seated beside Mayor Fay Wheeldon and Chamber of Commerce head Ray Quinn (left), he had had six eggs thrown at him as he urged repeal of crop price supports. One splattered his hat; another hit Governor Joe Foss. Five men were arrested.



#### QUEEN'S ARRIVAL

Queen Elizabeth walks from plane in Ottawa with Canada's Governor General Vincent Massey on her arrival in North America for her first visit as Britain's monarch. Thus she began a 10-day round of visits with the top hosts and hostesses (p. 57) of Canada and the U.S.



#### **BRANDO'S BRIDE**

In Eagle Rock, Calif. Marlon Brando, 33, his hair bleached for a movie role, took a bride, known as Indian actress Anna Kashfi. Patrick O'Callaghan of Wales said she was his daughter Joan, 23. On her British passport she was Johanna O'Callaghan, beautiful by any name.



MCGREGOR fashions this lightweight Anti-Freeze jacket of 100% Du Pont "Taslan" textured nvlon. Patterned in smart ministure tartans in a variety of striking color combinations. Treated with Du Pont Zelan® durable water repellent. Fleece lining is also made of 100% Du Pont nylon. Available at fine stores throughout the country.



# New! Rugged nylon jacket with a rich, soft touch...it's "Taslan" textured nylon!

This light, warm wash 'n' wear Jacket of Du Pont nylon has a new look and feel

Now—through a unique new yarn-texturing process—this good-looking jacket of "Taslan" textured Du Pont nylon has new character, new softness . . . gives you greater comfort. And because it's all nylon, this fleece-lined jacket rests lightly on your shoulders while

it keeps you warm. Du Pont nylon also means you can wash it . . . wear it again right off the hanger. Choose your jacket made of Du Pont "Taslan" textured nylon from a wide range of rich colors and striking patterns . . . at your favorite store . . . today!

\*\*Taslan" is Du Pont's registered trademark designating textured yarns made in accordance with quality standards set by Ou Pont. Du Pont makes fibers, not the fabric or sportswear shown here.

DU PONT "TASLAN" TEXTURED



BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

### IGY\* taught us new ways to control the elements...inspired 4 ice-cap colors!

A NEW INSTANT WARM-UP FEATURES













SPORTSWEAR Also boy-sized, boy-priced - McGregor-Doniger Inc., 303 5th Ave., New York 16, N. Y. \*T.M.

Wash and Dry, in the EASY Combomatic Washer/Dryer Complete home laundry

Complete home laundry...
full-size washer, full-size
dryer in 1 space-saving unit
(just 27" wide)! Washes,
dries...automatically...in one
continuous operation!







You'd think only dry cleaning could keep Princeton Mills' furlike lining clean and fluffy.



Pop McGregor Anti-Freeze Jacket in Combomatic, make one setting! Washing, ringing, drying's done.



Now it's clean, dry, ready-to-wear. Fluffy-light, wrinkle-free, too. Easy does it all—automatically!



#### New Combomatic Washer/Dryer ends heat-set wrinkles!

Washes and dries up to 10-lbs. In just 27 inches of wall space!



Easy's exclusive Measur-Matic Heat Control automatically prevents over-drying, the cause of deep, heat-set wrinkles. That's why Easy's Combomatic is recommended as the one fool-proof way to wash and dry such modern miracles as Princeton Mills' luxurious fur fleeces.

EASY'S Combomatic does all your laundering! Load clothes in—up to 10 lbs. (Yes, even those fabulous Princeton Mills' fabrics.) Make one simple setting and work's done! Clothes are wonderfully washed, rinsed, fully dried—ready to wear or store. Wouldn't you say it's Easy?

EASY LAUNDRY APPLIANCES DIVISION • The Murray Corporation of America • Palmotive Building • Chicago, Ill.

# Symposium in Symbolic Setting



MODEL OF BUILDING in front lobby is explained by company president Frazar Wilde to Connecticut Governor Abraham Ribreoff, guest at the symposium.

# FINE NEW BUILDING MEETS CHALLENGE OF CITY CRISIS

When 400 architects, city planners and other urban specialists came together to discuss the tangled problems of metropolitan growth, snarled highways and city disintegration, they gathered in a place that had successfully met some of the challenges they were going to discuss. The three-day symposium took place in the modern new home of the Connecticut General Life Insurance Company near Bloomfield, Conn. Built as an answer to the crowded quarters, congestion and inadequate facilities of downtown Hartford, the new building is one of the finest office structures in the country, designed in glass and steel, divided by grassy courtvards and set in rolling countryside with wide lawns and wooded groves. And sculptures and quiet pools, the panel speakers and guests reflected on the future of U.S. cities and expressed some disquieting thoughts (p. 54).

DRAMATIC COURTYARD is one of four landscaped by Sculptor Isamu Noguchi, By free-form pattern of grass are three guests interested in city planning.



# SYMPOSIUM CONTINUED

GRANITE STATUES by Nogachi, representing child, father and mother, lower over city planner Wax Wehrly (left) seeq progression developer Foster Waiter



COURTYARD BENCH was handy spot for inflatt access so a letter in newscale of paner which studied. The Highway's Plant in Metagol for categoristics.

STEPPING STONES IN REFLECTING POOL ARE TRIED BY CONSULTING ECONOMIST MILES COLEAN AS EDWARD HOLMES AND PATRICK HEALY JR (RIGHT) WATCH





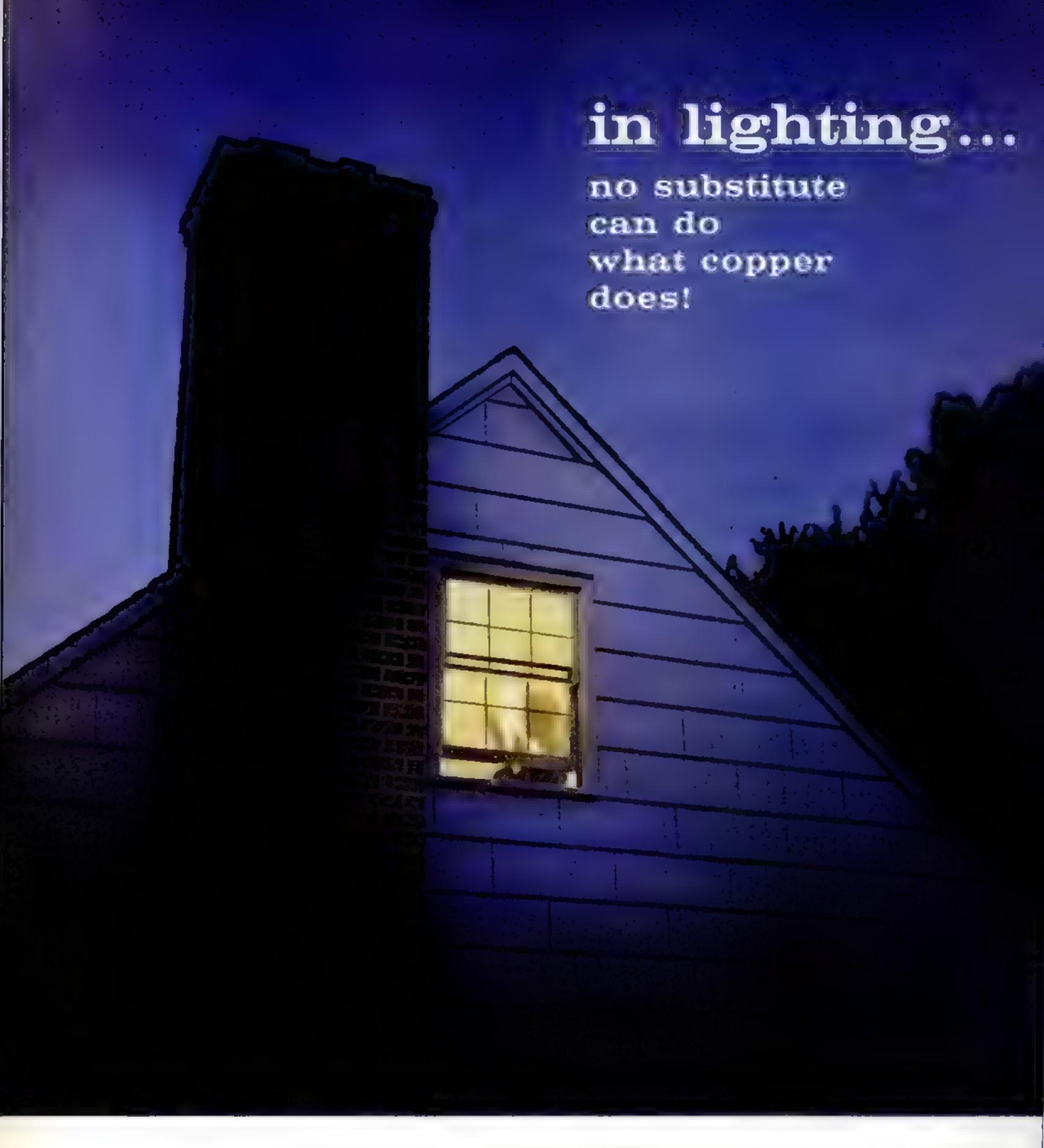
#### Hair color so natural only her hairdresser knows for sure!

Her wonderful zest for life! That exhibitanting feeling that comes from the happy knowledge that she looks so lovely... her hair alive with vibrant color, sparkling with highlights. And, like so many other women today, she'll tell you how may it is to keep her hair youthful and radiant... with Miss Clarrol. It's the surest way most women know to glorify its natural color, the silkiness of its texture.

With Miss Clairol, finished tone is always soft, ladylike, completely natural-looking in any light! That's why hairdressers all over the world recommend Miss Clairol—use it every time to put lively, lasting color into fading hair... and to hide gray. In minutes! So try Miss Clairol yourself. Today. In wonderful new Creme Formula or Regular.







No other non-precious metal carries electricity as well as copper. No other conducts heat as well and at the same time is more resistant to rust, corrosion and wear. In the manufacture of electrical equipment, copper or copper alloys combine, better than other metals, the vital properties of malleability, ductility, and machinability. In lighting, as in so many other fields, there is no substitute with all the qualities of copper—most versatile of metals!



GIANT CATTAILS with pods made of porcelain-enameled steel on wrought iron pipes and used for decoration beside a large pond near the building are admired by Victor Jones (left), professor of political science at the University of California, and Edward Ackerman of Resources for the Future Inc.



Purely American!

# Virginia Dare

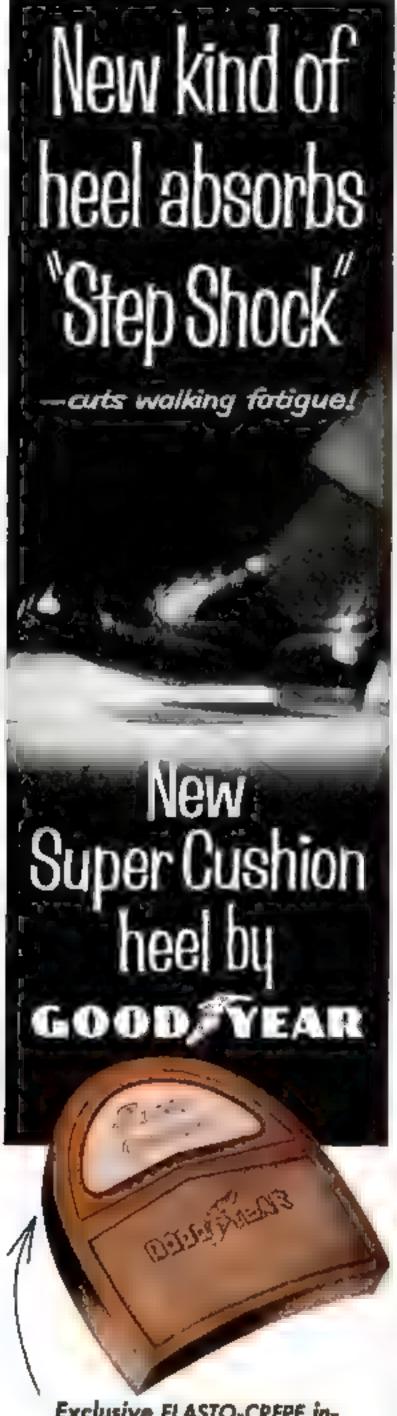
The American wine blended for American tastes

Glowing Virginia Dare Red Wine captures every subtle preference in American wine drinking. Study its jewel like clarity, brimming and glittering in the glass... sip its peeriess flavor... and you'll appreciate why America's vintners, themselves, often take this one home. No wonder quality-minded women and men...

"say it again ... Virginia Dare!"

VIRGINIA DARE Red, White and Pink Wines
GARRETT & COMPANY, INC., N. Y.





sert at point of impact cushions every step . . . gives longer, more even wear!

PERL—super-soft, springy and comfortable! Goodyear's new Super Cushion Heel is made of cushion-easy Goodyear rubber with a big insert of tough-but-soft Elasto-Crepe to absorb "step shock." And it's another big reason why more people walk on Goodyear Heels than on any other kind!

YOUR SHOE REPAIRMAN can put new pep in your step with Goodyear's new Super Cushion Heels. See him soon!

Mode only by



Makers of NEOLITE and other top-quality
Heels and Soles

REOLITE, AM SLASTOMER MEANN BLEND, SUPER COMMON B PLASTO-CREPE ".M 'E - "RE GOODTEAR THAT B PRESENTO, AKBOR, OHIO

#### CRITICS OF THE CITY



LEWIS MUMFORD, author, teacher and lecturer, said "the problem of maintaining the city in a state of health rests on . . . making it possible for the pedestrian to exist. . . . Instead of planning motor cars to fit our life, we are trying to plan our life to fit the motor car."



VICTOR GRUEN, architect, compared Europe, where cities are "the cause of pride, of social, cultural and spiritual experiences" and where people "join with others in the enjoyment of cities" with the U.S., where "we flee the jungles of our cities at the stroke of the time clock."



EDMUND BACON (left above, with Wilfred Owen), executive director of the Philadelphia City Planning Commission, deplored an "uncontrolled suburban sprawl which is eating-up our open land," urged that planners "save that space by collecting houses into closer knit groups."

Institution pointed out that "for the masses of our people cities have become disagreeable to live in" and have in recent times "grown to the point where they are threatening to strangle the transportation that helped to make them possible."



GORDON BUNSHAFT, architect who designed Connecticut General building, has long felt that much city architecture is static. He favors a "disciplined approach," but also believes in "taking the materials and exploring and exploiting them all to their maximum excitement."



urged that "we ought to realize by now the futility of trying to meet the traffic problem in our cities by building more and greater capacity highways" such as the many highways "we are getting ready to build to the tune of \$100 billion or more."

#### HIGH-POTENCY VITAMIN-MINERAL FORMULA



#### This Is A Limited Time Special Offer

The best of health is the best protection against colds, miscrable winter aches and illness caused by low resistance. Your family can't have the best of health if they lack any of the essential vitamins or minerals that Rybutol provides

One Rybutol Gelucap a day supplies 11 vitamins and 9 minerals including from vitamin C, and high potencies of vitamins B<sub>1</sub> and B<sub>2</sub>

Start your family on Rybutol now, while you can get the Tower-Pak of 150 Gelucaps for the regular price of 100. That a n 50-day supply free—while supply lasts! This potent formula is guaranteed to

make you feel better fast, or your druggist will refund your money.

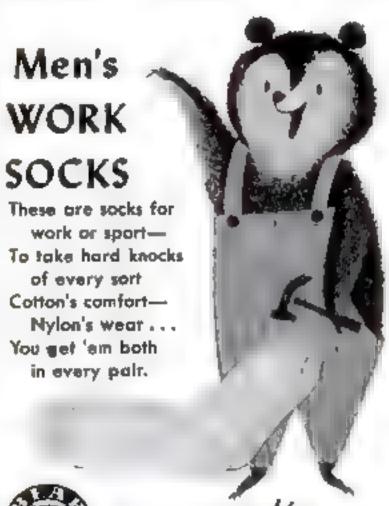
FAMOUS RYBUTOL GELUCAPS ARE MADE BY VITAMIN CORPORATION OF AMERICA



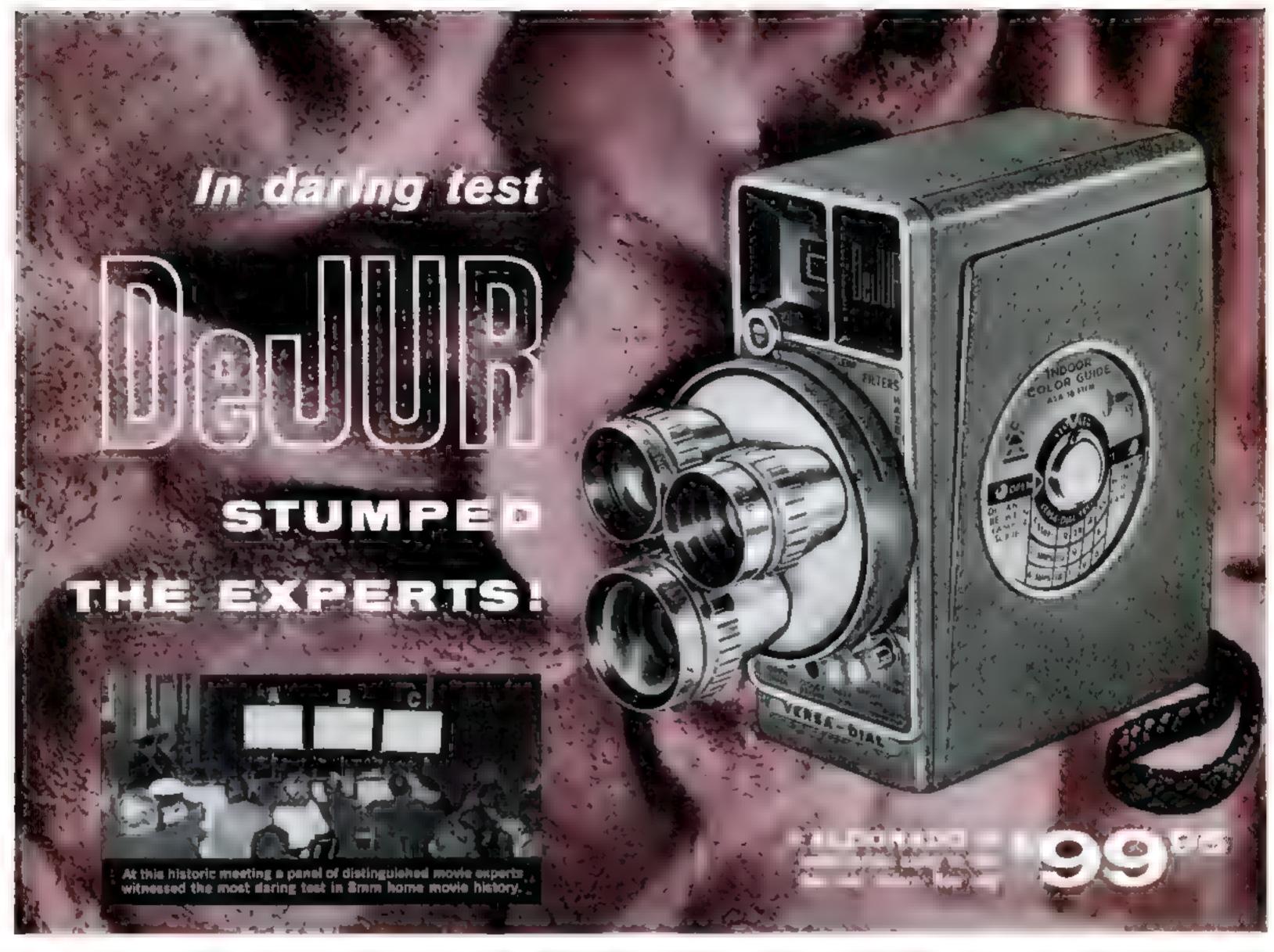
A Treat as well as a Treatment for your SKIN and MUSCLES: Non-alcoholic, not preasy, can't stain, 49c and \$1.49 at drug counters. (no fed. tax.)

USED FOR SKIN COMFORT IN 4,000 HOSPITALS

Rugged Member of the BEAR BRAND family!







#### Camera professionals failed to identify movies taken by this \*99°5 DeJUR against those of a camera costing over \*400!

HERE'S PROOF! In the presence of a Notary Public, three 8mm movie cameras were used to shoot typical home movie scenes simultaneously. Everything but the cameras was exactly the same . . . light, lens settings, film. One camera was a famous model that sells for more than \$400. The other two were DeJUR cameras available at under \$100 everywhere in America.

After processing, all three films were shown to a panel of experts for comparison. The results? The experts were unable to distinguish any appreciable difference

between the pictures made with DeJUR cameras against a camera selling for up to 8 times their price!

WHAT THESE FINDINGS MEAN TO YOU: Take a tip from the experts and insist on DeJUR. With a budget-priced DeJUR movie camera, you'll get picture quality equal to that of the most expensive 8mm camera. And for added features like magazine loading, the exclusive "fade" device zoom viewfinders, s-l-o-w motion, and many more—pejur—has wonderful values too. Ask your dealer to show you DeJUR—the line that made home-movie history when it stumped the experts, \*ELDORAGO III It's foolproof...makes movies easier to take than ever before thanks to exclusive "Weather-Wise" VERSA-DIAL.

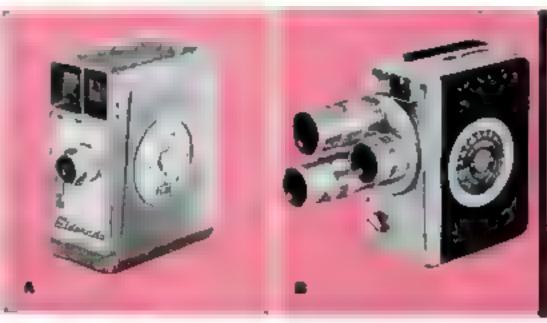
Just "DIAL YOUR WEATHER" (Sun & Glare, Gloudy, or any other weather condition) and take excellent movies. THREE ULTRAFAST f/1.9 LENSES - normal, wide-angle, and telephoto. Switch the builtin FILTER-SELECTOR for perfect color -indoors and out. Fast, simple sprocketiess roll-film loading, Built-in indoor exposure guide, automatic footage counter, single frame control. Only \$99.95

All prices include F B. T.

There a a best h camera for every budget and every use

(A, "ELDORADO I" Ranto. Specifications for that longing Expressive guide footage counter Watte f 2 5 fixed for all lend, On \$54.95

B. "FADEMATIC DELUXE" The supreme Smm telps to rapacite had arrea h a E D alacie NAME OF THE PROPERTY OF THE PR eart ider Walb talt far lenses opposit while a he ar v hote 0 arres \$215.00







The fun of home movies is in the showing. Show them with a DeaUR S mm projector. Four models, including:

(C) "500" America a finest low pr ed som prosector Stendy. oright magu. Assemble from tamp control E-2 Thread swing-OP, BRE

(D) "ELDORADO" Variable ... speeds foreignd and returns. Autemat r ree is anip control. E-Z Thea ga thinh Grow ' ichappens of the \$109.95

Let your dealer demonstrate one of DeJUR's 25 famous camera and projector models - or write for free folder.

you're always sure with

DeJUR-AMSCO CORPORATION, 45 OF MORTHERN BLYD, LONG ISLAND CITY 1. N. T WASHINGTON, D. C. . IIII III . LOS ANGELES . TORONTO









Presenting

# "The Best of Autumn"

at leading Red Cross Shoe retailers from coast to coast



CELEBRITY

See them . . . try them on . . . love them . . . the Red Cross Shoe fashions that Today's American Woman has put at the top of the "Best Seller" list for fall. Come, choose yours from the styles you know are so right, so beautiful, so wonderful to wear. All are waiting for you during Red Cross Shoe Week.

Largest selling brand of fine footwear in the world. Most Styles  $10^{95}$  to  $13^{95}$ 









THIS PRODUCT HAS NO CONNECTION WHATEVER WITH THE AMERICAN NATIONAL RED CROSS . THE UNITED STATES SHOE CORPORATION, CINCINNATI 7, OHIO.



MRS. RICHARD NIXON, wife of the Vice President, bostess to the Quice for a luncheon at the Old Supreme Court Counter wear transcript dress open

for the constant The fille sort with gold service and gold condellars to essential further song congressment and otter important Washing control to a

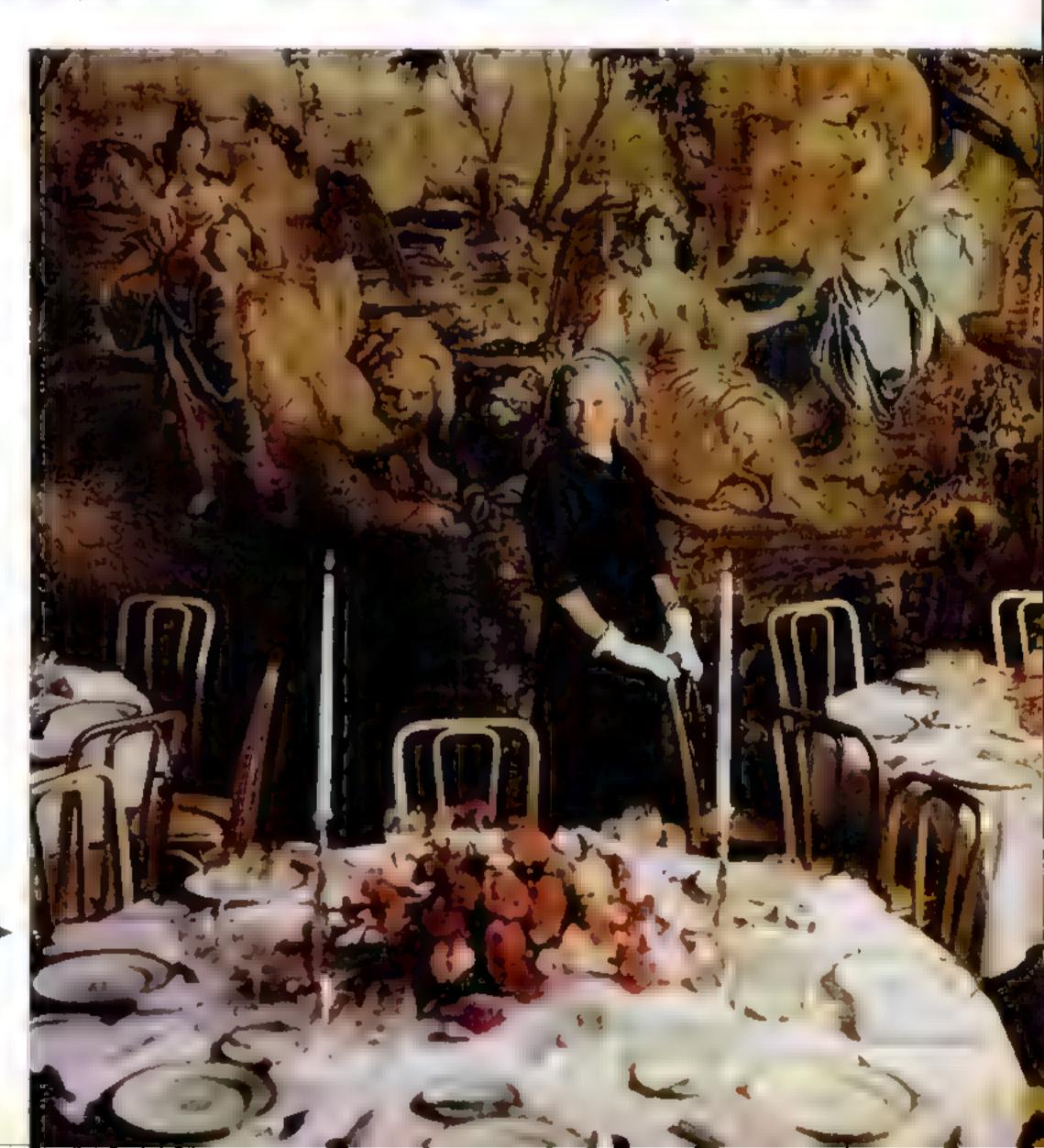
# Hostesses to Queen

# TABLES ARE ARRAYED FOR ROYAL WELCOME

From Ottawa to William sping, Valithe Lolling ladies of Canada and the U.S. prepared for an exciting but exacting to of they are lostesses to Queen Elizabeth, whose a rayal in Canada was to touch off the bagest social which show for father and mether. King George VI in E.Queen Elizabeth, cannot of the U.S. in 1959. After for days in George II and Prince Phosp were to be to Williamshare for the 350th Jamestewn a inversity collibration. Then they would go to Was ungton to after the round of lay shistate, articles and fine created freak recent custom by staying at the White Heatse during their on ire four lay visit.

The royal couple will cap their tour in New York with a mammoth burcheon, finner and formal ball refere fiving back to British On their six-day U.S. visit they will be Lonored at more than 100 cremor alord sector events. Here and on next page at eserge of their leading hostesses, every one dressed fit for a queen.

MRS. ROBERT F WAGNER, with of he mayor of New York will be the less that a Wagnert Astorial Incheon. Pink linear tables of some gold ery of will be used. Guess as an index more than 1 600,





MRS, THOMAS G. STANLEY, white of the governor of Virginia, is shown it tae Wibiamsburg for thisopherator place and scene of a diamor for the Queen to tellow revaluouples visit to Jame town. Some 200 grests were invited to a treatment Virginia complication up bound breast of chacken and Virginia from

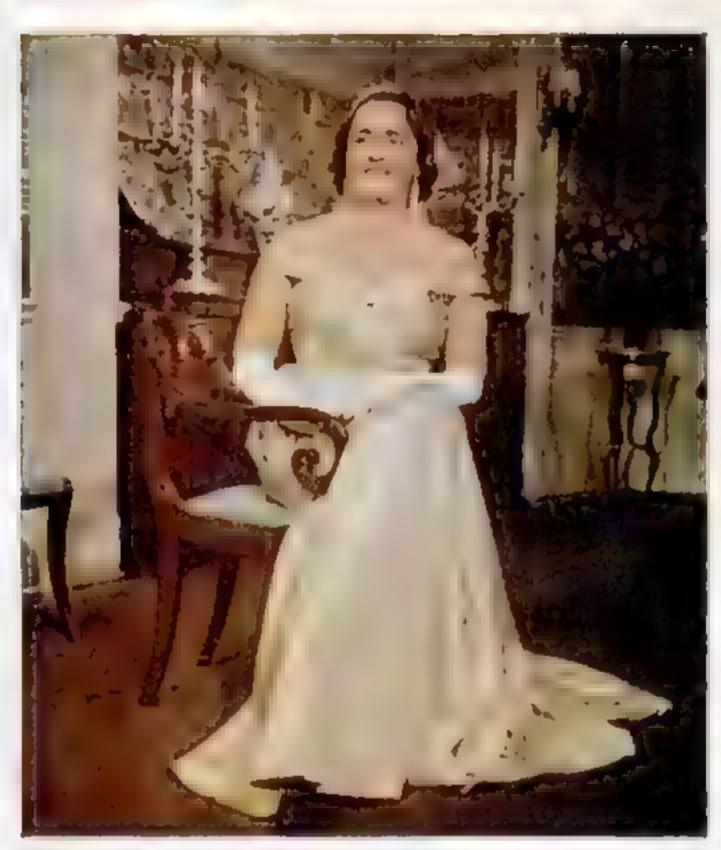


LADY CACCIA, a 12 of the British an bassador scated top in the drawn, come of the British Fanlaces with her dangeter Chiresa 18, will separate the relarge to the crange of the President and Mrs. Esch over But the Quich toruly will be the Toshess at the embassive which is British sub-

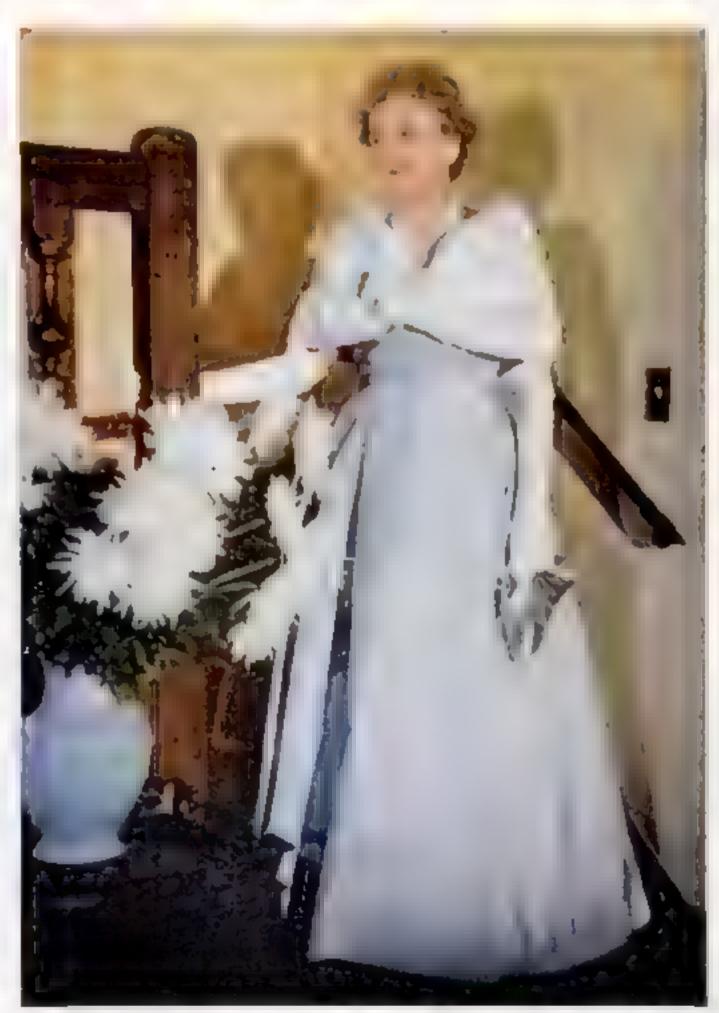


MRS. JOHN G. DIEFENBAKER, wife of the Canaliar prime manister was histored the Quarter of the prime minister. With the prime minister, with the burier hater was to travel with the rough party during most of their visit to the U.S.

#### HOSTESSES COMPINUED



MRS. LIONEL MASSEY In the allower that cas governor general nots as I shostessed or assisted and governor version of the Queen's verbotter of Greener I libest on the allower or the state reception.



MRS. JOHN FOSTER DULLES, where the U.S. Secretary of State will serve as local to Quantity to the end Proce Poly for a formal order at the Pan American Local Laborate as a server at the tree direct will be independently and will be the be to allocate at the direct was replot lightness.



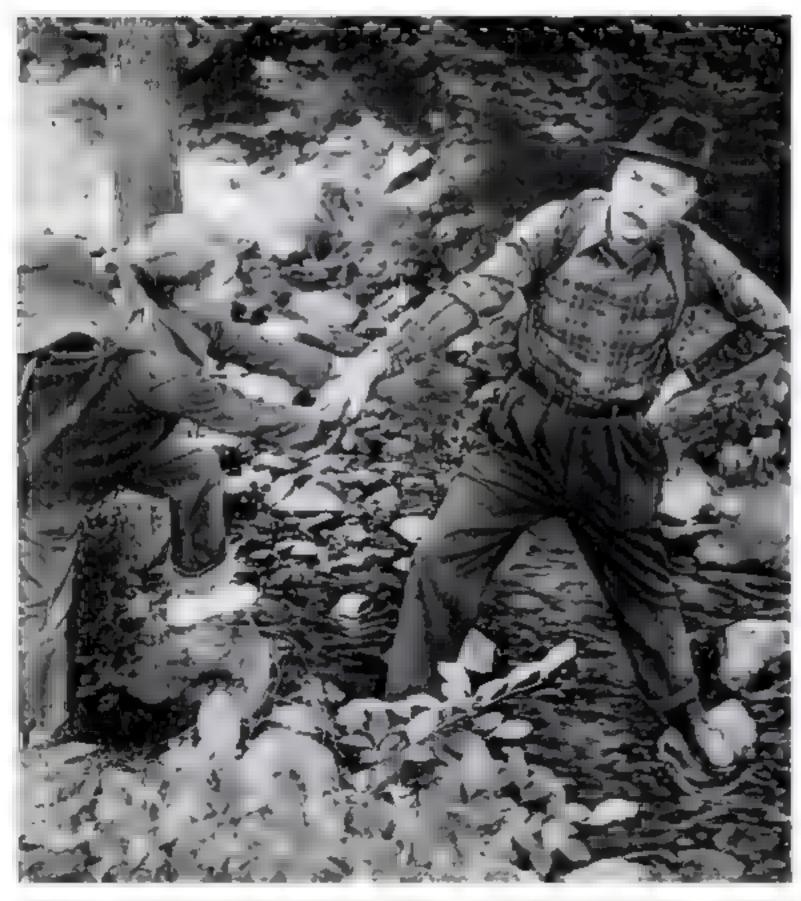
#### From research comes TRUTH...

To determine the truth about speed of pain rehef without stomach upset, three distinguished medical experts—one in a prominent eastern medical school...another in the medical department of a great mid-western university...and another whose work centers in several of New York's largest clinics—have conducted independent studies of Bayer Aspirin versus an aspirin with a 'buffer' added. Since 1954, when the first in this long and penetrating research series began, these doctors have given thousands of doses of Bayer and the buffered aspirin to men and women actually suffering from pain—because this is the one final and absolute way of testing the value of pain relievers. And now, this vast research project is over. It confirms—overwhelmingly and undeniably—a truth we have known for years...

#### And the TRUTH is...

# BAYER Brings Fastest Relief

the fastest, most gentle-to-the-stomach relief you can get!

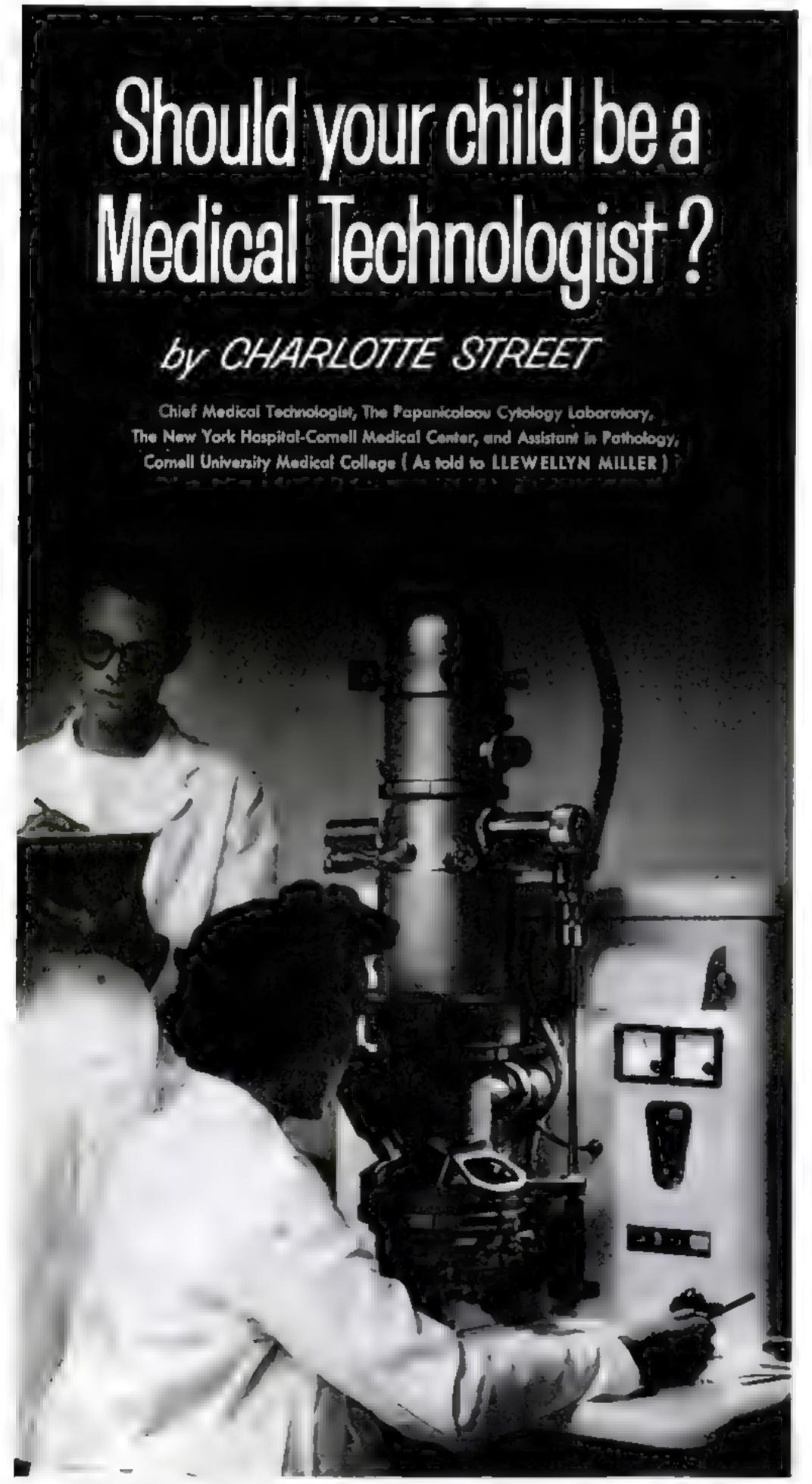


MINOR PAINS OF RHEUMATISM? There's no need to let the minor pains of rheumatism or arthritis stop you from having fun with the youngsters. Just take Bayer Aspirin and you'll get temporary relief that's amazingly fast! Bayer also works with remarkable speed to relieve neuritic and neuralgic pain. And remember—the highest-quality, best-tasting aspirin you can give your youngsters is Flavored, Children's-Size Bayer Aspirin.



ACHING MUSCLES? When too much exercise brings on backache, or other muscular pains, Bayer Aspirin will make you feel better fast! This is because a Bayer tablet disintegrates on its way to the stomach. Thus Bayer—unlike pain relieving tablets which are still whole when they enter the stomach—is ready to go to work instantly, without delay, to relieve pain. Remember—for many kinds of pain or ache, Bayer is what millions take!

## FEEL BETTER FAST\_with BAYER ASPIRIN



The increasing use of electron microscopes in hospitals and research laboratories has created a demand for Technologists trained in their operation. With these microscopes, doctors can examine body tissues sliced thin as a millionth of an inch . . . study cells magnified as much as 150,000 times . . . detect polio and other viruses.

"Exactly what is a Medical Technologist—a special kind of nurse?"

That question is frequently asked by young people, and quite understandably.

My profession is one of the newest in the field of medical science. College degrees in Medical Technology have been granted for only about 35 years. Since most of our work is done behind the doors of laboratories, few people have a clear idea of what we do or realize how much our efforts contribute to those of physicians and research scientists, though we are neither doctors nor nurses.

Perhaps the best way to explain how many interesting, important and varied opportunities my chosen career offers to young men and women of suitable ability and temperament is to take you behind the scenes and show you some Medical Technologists at their tasks.

Let's start in a hospital.

A young woman in white is leaving the Accident Receiving Room. Her uniform is similar to that of a nurse, but without a cap. She has just taken a sample of blood from a child who has cut an artery. He is in critical condition, in immediate need of a blood transfusion.

She has life or death in her hands.

The doctor must use blood compatible with that of the child. Any other type may be fatal. So will delay.

She moves calmly, but quickly, to a near-by laboratory. With methodical speed she tests the child's blood, using slides, microscope and known typing sera. Her results show that Blood Type A, Rh positive is required. Seconds are precious, but all depends on her accuracy as well as her speed. She checks by cross-matching the child's blood with some of the same type from the Blood Bank stock. In a matter of minutes, she is in the operating room with the blood needed to save the child,

All of the work of Medical Technologists is not so dramatic in demand for speed.

Let's look elsewhere in hospital laboratories at the Technologists who are under less pressure. They are using test tubes, stains, chemicals and many delicate instruments. One may be making a blood count which will tell the doctor if his patient is threatened with anemia. Another may be making a liver function test to see if a patient has infectious hepatitis. Others may be checking for evidence of other maladies, such as cancer or diabetes.

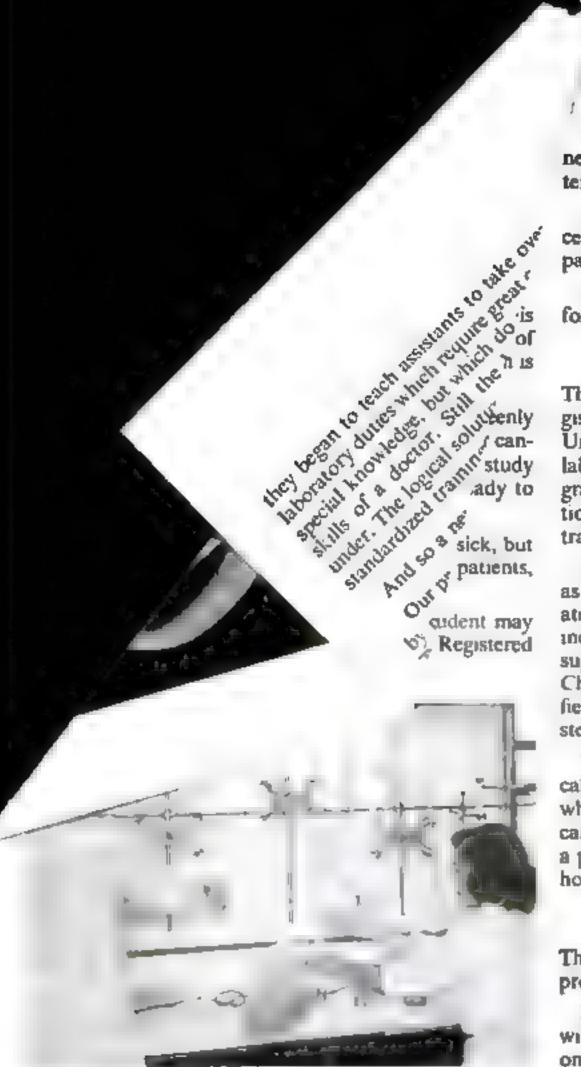
Let's move into one of the big pharmaceutical houses. Here Technologists are making analyses of medications for purity and strength. Without the careful work of hundreds of such highly trained people, it would have been impossible to produce the great quantity of Salk vaccine, to give just one example, when it was needed to protect the children of the nation from polio.

Or look into a research laboratory where many of us find the greatest challenge and reward. There Technologists are assisting in experiments, working directly with distinguished scientists whose careers are dedicated to the search for new knowledge and new remedies. It is a great moment when a discovery has its final proof and the Technologist can say, "I saw it happen—and I helped."

Some of our work is routine, some has great variety, but all of it is equally important in that the Medical Technologist's highly specialized skills free the doctor for the many other duties for which he is so greatly needed.

Before World War I, most practicing physicians had to perform laboratory tests for themselves. Only in large communities could they call on a pathologist for aid. (A pathologist is a specialist—a physician who is sometimes called a "doctor's doctor." He is an expert in laboratory procedures. His knowledge helps those doctors who have concentrated in other specialties to make decisions as to diagnosis and treatment of disease.)

As medical knowledge grew and as many new drugs were discovered, pathologists were swamped with work. So were doctors who maintained their own laboratories. They could not keep up with the increasing demand for the tests that were becoming more valuable—and more complicated—with each passing year. Through necessity,



Laboratory analysis of body fluids is an important part of Medical Technology. These Technologists are determining certain chemical constituents of a blood sample through titration.

#### Required training

There are short cuts to employment in laboratories, but the young person who wants a career as a Medical Technologist and a chance at the most interesting work and the highest pay—rather than just a job—needs a minimum of two years in college and another twelve months in a School of Medical Technology which is connected with a hospital, medical school, or State Board of Health and which has been approved by The American Medical Association.

Such preparation leads, after examination, to a Certificate from the Registry of Medical Technologists of The American Society of Clinical Pathologists and the right to place M.T. (ASCP) after one's name. In other words, the student has won the title: Registered Medical Technologist.

Some colleges give a Bachelor's Degree in Science after three years of college and one year in an Approved School of Medical Technology.

The student who wishes to specialize in one particular type of laboratory work may do so without taking the twelve months' course in Medical Technology, provided he holds a college degree and has taken certain required science courses.

A college degree obtained in either of these ways is the best start for a career, since it leads to more advancement and greater responsibility. Many young Technologists, however, go to work after three years of study and work for their degrees around the edges of a job. This is practical and convenient, since so many laboratories are in hospitals connected with universities.

#### Cost of training

One of the many attractions of my profession is that training is markedly less expensive than in many comparable fields. The cost of college preparation varies, of course, depending on the college chosen, but, of the more than 650 Approved Schools of Medical Technology, about two-thirds make no charge whatever for tuition.

Therefore, a student living at home can complete the necessary final year for no more than the cost of maintenance.

In many of the Approved Schools, students even receive a small stipend for the laboratory work they do as part of their training.

I know of no other field except nursing where training for so important a profession can be had for so little cost.

#### The financial future

There are nearly 24,000 Registered Medical Technologists (as well as many who are non-registered) in the United States today. It is estimated that 50,000 qualified laboratory workers will be needed by 1960. Therefore, graduates have immediate choice of many different positions—no need to worry about getting a rapid start when training is complete.

Salaries vary from one part of the country to another, as they do in all professions. The range for recent graduates is from \$3,400 to \$4,200 in hospitals. Positions in industry offer somewhat more. Those who advance to supervisory and teaching positions are well rewarded. Chief Medical Technologists and specialists in certain fields can earn \$6,000 or more, and rate of pay is steadily increasing.

The girl who wants to take a few years away from her career to have a family will find her skills in demand when she wants to return to work. If her husband's career calls for a transfer to a new territory, she can find a position, usually with no delay whatever, in their new home town.

#### Requirements for success

There is a place for many different temperaments in my profession.

Boys and girls who like to be surrounded by people will be sumulated by the busy life of a hospital. In large ones, they will become specialists. If variety of tasks is of greatest appeal, a small hospital provides something different every hour of the day. Laboratory work in a physician's office or a clinic usually calls for some direct contact with patients. The more retiring person will enjoy the laboratories where long months may be devoted to a special research project. Those with a talent for teaching are in great demand.



The work of skilled Medical Technologists is of vital importance in today's fight against cancer. Here, at the Papanicolnou Cytology Laboratory, a Technologist prepares stides of samplings of cells shed from body tissues for microscopic study, which may reveal the presence of cancer long before it could be detected by other means.

But any young person who chooses any branch of Medical Technology must have certain attributes:

A natural interest in the sciences. Is your child showing keen interest and making good grades in biology, chemistry, and other sciences in high school? Does she question about how things work? is she interested in the reason one ingredient curdles a sauce and another doesn't? Curiosity about the why and wherefore, interest in cause and effect are important in the laboratory.

Accuracy. Does your child follow instructions carefully and make precise measurements? The youngster who is satisfied with a slap-dash piece of carpentry or sewing will be happier and more successful in another profession. The Technologist must be a perfectionist.

There is no such thing as being half right in a laboratory.

Reliability. Does your child carry through a task in faithful detail without supervision? Medical Technologists must be absolutely trustworthy. Lives often depend on their work.

Cooperativeness. Does your child do a fair share of work at home voluntarily? Does your child get along easily with older people, as well as those of the same age, and take criticism and suggestion good-naturedly? A Technologist is part of a team.

Capacity for patient, thorough effort. If your girl starts a piece of knitting, will she finish it rather than abandon it half done? Is she willing to go back and correct a mistake? Ability to complete a job, and do it well, is of prime importance in a laboratory.

Manual dexterity. Is your child deft? The Medical Technologist works with fragile glassware and delicate instruments. The laboratory is no place for a butter-fingers.

Steady nerves, Medical Technologists sometimes work under heavy pressure. They must be calm and efficient under stress. The excitable child who panies in emergency is not cut out for the laboratory.

Everyone is not suited for a career in Medical Technology. Those who are will find a warm welcome, a valued place in the absorbing world of science and a respected place in the community.

They will also find a satisfaction beyond the many tangible rewards—the sure knowledge that their chosen life work is of importance to others, as well as to themselves, because even the smallest duty in the laboratory contributes, in some degree, to the safety, health and comfort of mankind



#### HOW TO HELP YOUR CHILD HAVE THE CAREER HE WANTS

Many factors will enter into your child's choice of a career: his interests, his ambitions, his abilities, the counsel he receives from teachers, friends and family. But, most of all, it will depend on his opportunities to get the training he needs to enter the field of his choice.

Even though his college days are still years away, it's never too soon to start making sure that your child will have the opportunity to continue his education when the time comes.

Your New York Life agent has chosen as his career the business of helping families plan for the future—for education, for retirement, for all the things which life insurance helps make possible. Through truming and experience he has become a highly qualified specialist. You'll find him both able and willing to help you.

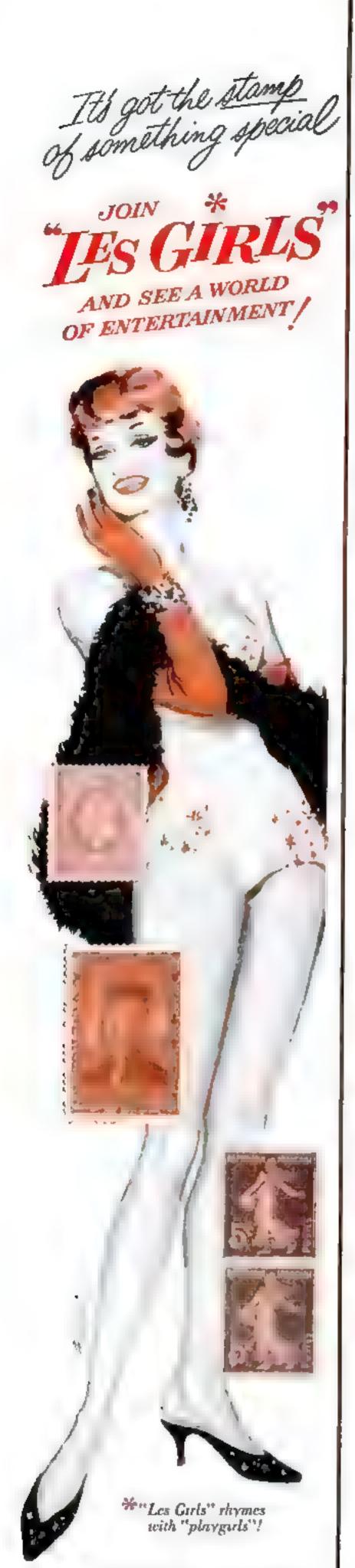
#### Booklets available on many careers

This article on Medical Technology is one of a continuing series on career opportunities for young men and women. Thus far, similar articles have been prepared on Newspapering, Law, Medicine, Accounting, Teaching, Architecture, Aeronautical Engineering, Electronic Engineering, Public Service, Farming, Chemistry, Selling, Nursing, Starting a Business of Your Own, Pharmacy, Dentistry, Banking, Printing, Home Economics, the Mineral Industry, Personnel Work, Retailing, Atomic Science, Librarianship, the Armed Forces, Engineering and Food Retailing. Each is available in booklet form and will be sent to you on request. You'll also find additional help in our free booklet, "The Cost of Four Years at College." Just drop a postcard to:

#### NEW YORK LIFE Insurance Company

51 Madison Ave., Dept. 5-Ll, New York 10, N. Y.

The New York Life Agent in Your Community is a Good Man to Know Copyright 1957, New York Life Insurance Company



Something to watch for at your favorite motion picture theatre.



WITH HORNS LOCKED, THE SHEEP ON RIGHT TRIES TO TWIST HIS OPPONENT'S NECK AND FORCE HIM TO GIVE IN

## A SHEEP'S HALF NELSON

Once a year in the Atlas Mountains of Africa the males in the flocks of the native Barbary sheep fight for dominance of the herd in a sheep's version of Indian wrestling. Obeying their instincts, despite the fact that they were living in a zoo near Hamburg, Germany and that zookeepers would separate them before the fight was decisive, the two rams

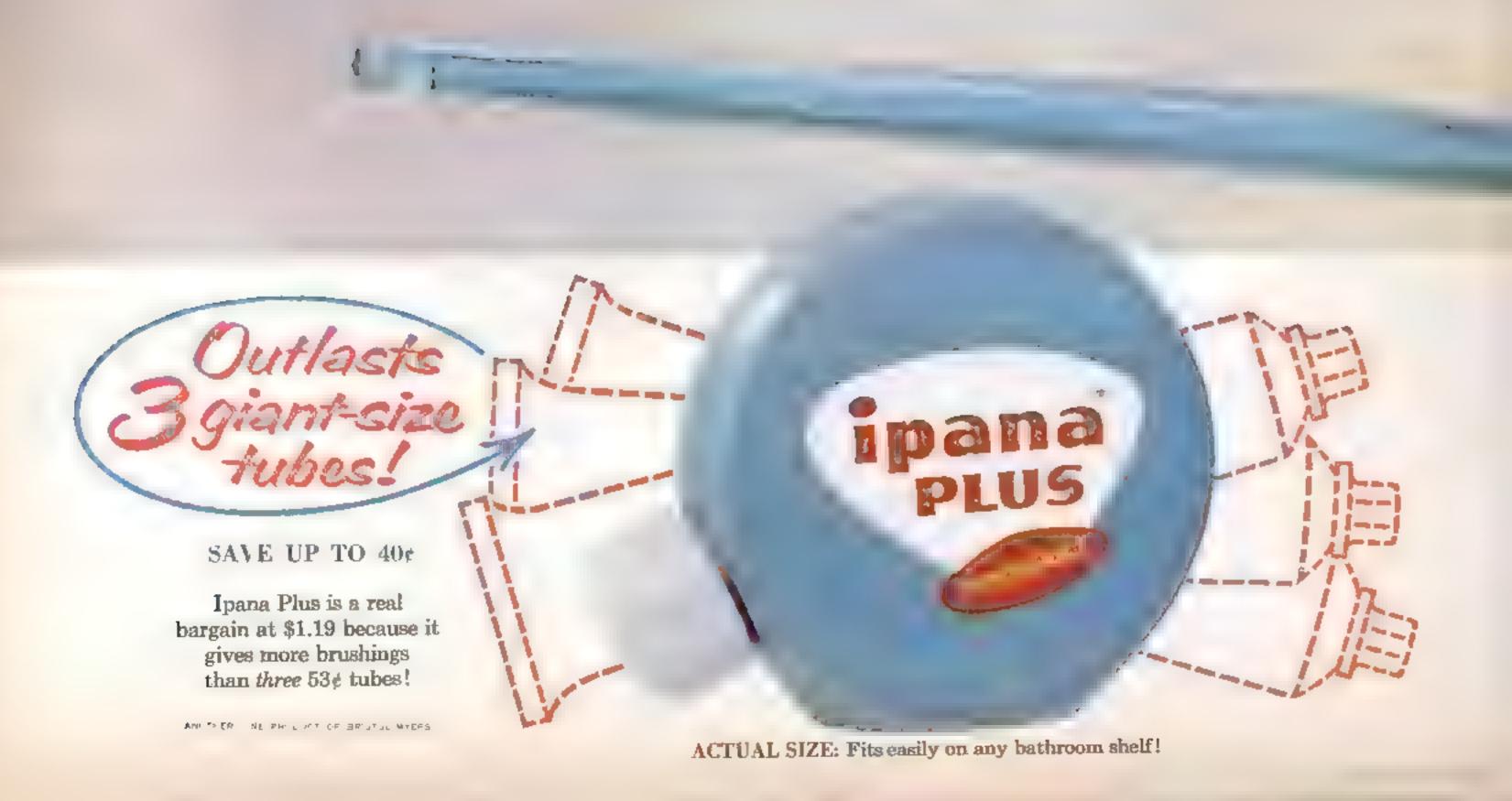
shown above squared off. They repeatedly lunged at each other and locked their horns, each trying to twist the other's neck. Then they backed away, eyed each other gravely and went at it again. The smack of horn meeting horn brought zookeepers and tourists on the run. At that point the two politely unlocked horns and walked indifferently away.

## Go, man, go! Here's your

# quick, refreshing lift!









# New flowing formula leaves teeth feeling cleaner, whole mouth fresher than tooth paste!\*

Just looking at it, you know you're going to like it—this wonderful new way to brush your teeth. Once you use new Ipana Plus...well, you'll just never go back to your tooth paste tube again!

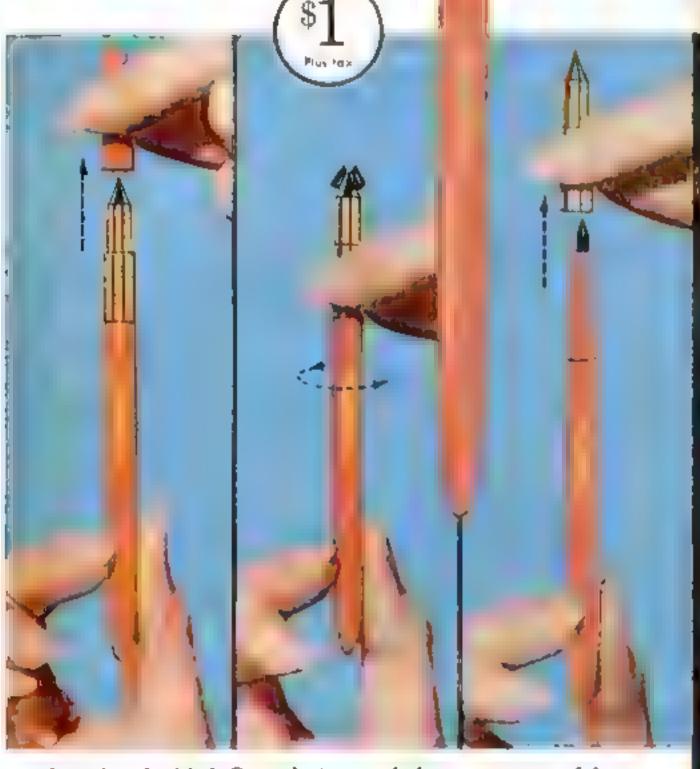
New Ipana Plus is so much easier to use. A gentle squeeze, and just the right amount flows onto your brush. Stop squeezing, it stops flowing. No waste or mess ever. Unbreakable plastic bottle keeps its neat, new look from the very first squeeze to the last.

New flowing formula is ready to go to work quicker than any tooth paste. It penetrates tiny, hidden crevices between teeth. \*Most people who tested it—even against their favorite paste—said Ipana Plus left their teeth feeling cleaner, their whole mouth more refreshed. (With kids who tried it, it was love at first taste!)

Start brushing with new Ipana Plus today. Until you do, you'll just never know how clean your teeth and mouth can feel!

# Maybelline announces the perfect self-sharpener eyebrow

eye-liner pencil



Surprise Inside! One that means far lovelier brows for you. Slide off the cap, find a foolproof built-in crayon sharpener! Of golden metal, it won't jam, clog or break crayon. Just a twist, and you have a point like new every time.

Strokes Finest Lines . . . for more natural-looking brows. Now it's easy to form delicate, fine hair lines! The effect is so

Crayon

Refills

Solid or Cream

Mascara

subtle, no one need know you've improved on nature.

Adjustable Crayon . . . Twirls to the length most suitable for you. Crayon won't fall out! Choice of 6 subtle shades to harmonize with your individual coloring. Velvet Black, Dark Brown, Light Brown, Auburn, Parisian Grey and the fabulous new Blue-Green. Twin Refills, 43¢.

# Maybelline

PREFERRED BY SMART WOMEN THE WORLD OVER





A-Expressive Brows in Seconds

ten the effect with your fingertip.

B-Make Your Eyes Appear Larger

brilliant your eyes will appear.

Use soft, feathery strokes along the natural

arch of your brow. (Avoid a "moon-shape"

or hard straight line.) Accent the beginning

of brow first; lift and taper toward end, Sof-

Do as the models do—line your lids. It's easy!

With soft Maybelline crayon draw a line at base of your leahes. Start with a fine line near

inner corner of eye, broadening it as you prog-

ress to outer corner Finish with "up-swoop." If you wish, soften the effect with fingertip.

You'll be amazed how much larger and more

#### **COLORFUL EYE** MAKE-UP IS TALK OF **FASHION WORLD**

by DIANE WILLIAMS

The idea started in Paris, and has already "caught on" in New York. Colorful eye make-up is the rage! Mascara, eyebrow pencil, and now eye shadow are looked on by fashion magazines as necessary accents to the complete costumenecessary as gloves or purse! Lip make-up is being toned down to focus attention on the eyes.

As famous models and movie stars have known for years, nothing does so much for a woman as beautiful eyes. And luckily, every woman can have beautiful eyes. All it takes is the right eye make-up.

And eye make-up is so easy to use! Just be sure you purchase the safe and time-tested products made by a beauty-house that specializes in eye make-up alone. For very little money you can have a complete eye make-up wardrobe-and oh, how much more beautiful you will be!

Begin with your brows. Tweeze stray hairs-but don't interfere with the natural brow-line. Perfect the hne instead with light, feathery strokes of Eyebrow Pencil. Use a shade just slightly darker than your hair. Fill in sparse spots, and soften the effect with your fingertip.

Next, line your lide to make your eyes seem larger and brighter. Use a self-sharpening pencil so you can achieve a fine line, and experiment with various shades of crayon for the best effect. (Liner crayon need not match eyebrow crayon.) Stunning results can be obtained with a fabulous new Blue-Green shade. Very soft, subtle, and flattering!

Now you're ready for Mascara ... brush it on from base to tips of your lashes, Instantly they will look longer, thicker . . . even pale, skimpy lashes can become absolutely glamorous! If you weren't blessed with naturally curly lashes. use an eyelash-curler . . , the cushioned type that gives you a

wide-eyed look gently. Finally, add delicate color to your eyelids with Eye Shadow . . . available now in stick form, so it's easy to apply. Directions for cleverest use on your-type eyes come with this stick. Choose from iridescent jewel-tones: Sapphire Blue, Emerald Green, Turquoise, Blue Pearl Grey, and Amber Brown. A blend of two shades is beautifully dramatic for evening wear. Daytimes, just a hint of color makes eyes seem larger, brighter, more interesting.

Don't cheat yourself of beauty -use Maybelline eye make-up every day. It does so much to make you loveher!

## Favorite catch for fathers and sons...BLUE BELL sport shirts!



Long-wearing, low-priced Blue Bell casual clothes for everyone in your family

At your favorite store-or write Blue Bell, Inc., Empire State Building, New York 1, N. Y., for name of your nearest dealer.





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Valor CV (F. 7) V

# NO FINER TIRE IN THE WORLD

the Atlas Premium Tire with miracle VIPRENE\*

- toughest, safest tread material made

in sheer driving satisfaction! Because it's a lighter tire, it gives you an easier steering, better balanced, softer ride — further increasing the comfort the manufacturer has engineered into your car!

tire in the world than the Atlas Premium. Clean, sleek, with black buffing strip to protect its trim white walls, the Atlas Premium will always look like the world beater it is. What's more, this tubeless tire is guaranteed in writing for two years. Ask your local Atlas dealer.

same engineering know-how which developed the Premium Tire also produced the Atlas Cush-lonaire—now available tubeless or with tube. Both styles are sold and guaranteed by 38,000 Atlas dealers in the U. S. and Canada.

durable tread material, has made it possible to produce the new Atlas Premium Tire — the most amazing tire engineering advance in a generation. Here is a tire custom-manufactured to today's driving conditions, it will accommodate with safety all the automobile horsepower you will ever use for turnpike or modern highway driving.

engineers have been able to build premium mileage into the new tire without loading the crown with into the new tire without loading the crown with surplus heat-generating tread material. By reducing the danger of heat build-up — greatest of tire killers — the Atlas Premium gives you a far greater margin of safety than any other tire tested.

Atlas Premium combines more in safety with more

#### AREMIUM TIRE

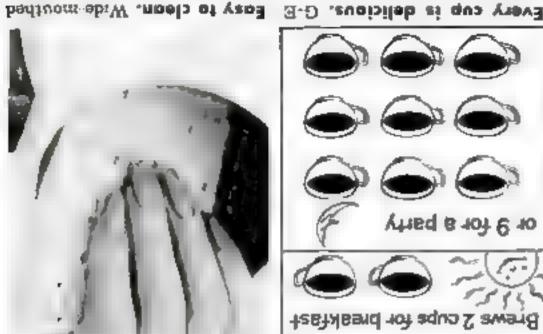
The only tire as advanced as today's most advanced cars



Wonderful for gifts, G-E Coffee Maker fits right in with every décor. Makes serving easy-merely tilt to pour the first few cups.



leftover coffee without re-perking it. Coffee Maker has a special setting that allows you to re-beat between, Coffee stays piping hot until served, And the G-E exact strength you prefer—mild, medium or strong, or any strength Coffee the way you like it. Brew Control lets you select the



.yaidsew you need only one size coffee. Maker for quick, thorough, easy amounts of coffee perfectly . . . down inside the G-E Coffee is designed to perk small top opening lets your hand get

thinker—for 2 cups or 9.

The rest is sutomatic. A light goes on

exactly the strength you prefer.

piping hot until serving time. when the coffee is ready, and coffee stays

cupe in less than fifteen minutes. bodied cups in less than four minutes, 9 heating unit . . . it brews 2 tasty, full-G-E Coffee Maker has an extra-powerful It's wonderfully quick, too. This new

sion, Bridgeport 2, Connecticut. Electric Company, Small Appliance Divithis gleaming beauty . . . soon. General Do stop in at your G-E dealer's and see

Adanufacturer's recommended retail or Pair Trade price.

Brews 2 to 9 cups...only \$2995\*

with the new G-E Automatic Coffee Maker!

Delicious coffee every time - every day -

coffee and water, and set the control for No watching . . . no timing. Just put in

that tastes exactly the way you like it. And

always get rich, delicious coffee . . . coffee

as 2 cups or as many as 9, perfectly! You

Maker is specially designed to make as few

only when you entertain—but every day

the easy automatic way all the time. Not

Coffee Maker lets you brew perfect coffee

Designed for everyday use, the new G-E

... for breakfast, lunch, dinner.

The new G-E Automatic Coffee

it's so easy, so quick!

Progress is Our Most Important Product



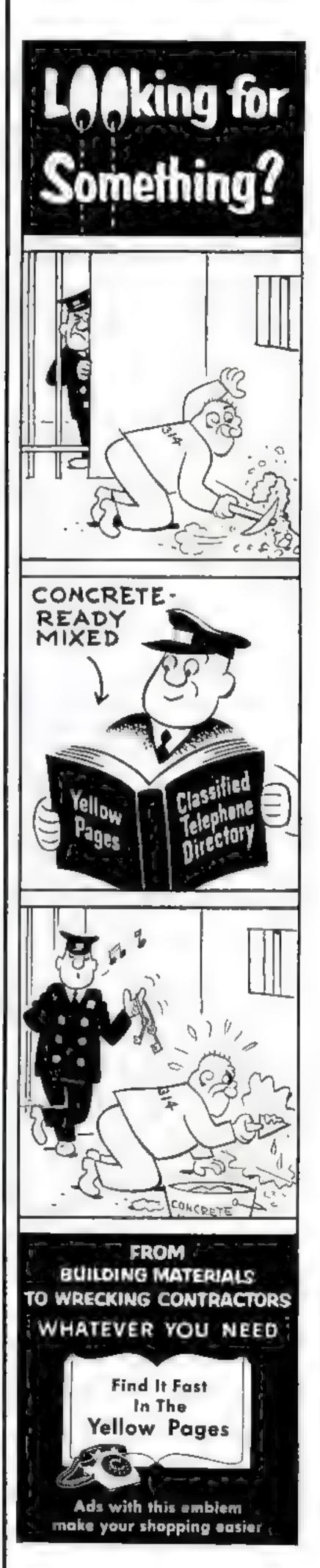


FRANTIC FUGITIVE CARL SCHAFFNER (ROD STEIGER) TRIES TO ESTIMATE THE CHANCES OF RESCUING HIS PET

## SNARE FOR OUTLAW

The adventure tales of the British writer Graham Greene always reach deeper than adventure. Across the British, a short story made into a movie released by J. Arthur Rank, starts as a chase. An arrigant international financier, his crooked schemes exposed, rims for haven to Mexico. But even as his flight grows more tense the movie changes into a pitiless look at the moral disintegration of a man breaking up under the brutal tackbasa of his own brutal acts.

In the end the fugitive is left pain-racked and alone, whimpering on the Mexican side of a bridge across the Rio Grande. Whimpering on the U.S. side, and tantalizingly fied 50 feet beyond the reach of the desperate man, is his last friend, a dog. While police who are using the dog as a lure watch from the U.S. side of the border the frenzied financier paces the bridge trying to decide whether to risk a long term in prison by a dash to retrieve the dog.



#### SNARE FOR OUTLAW CONTINUED



DRIVEN WILD by the prospect of friendless days in a hostile country, the agitated man who had once been strong risks his freedom in dash for his dog



RUN DOWN by a police automobile which roared from U.S. side of river and accidentally hit him, fugitive, mourned only by his pet, hes dead in roadway.



GREEN OR WHITE, 60 PROOF. 19 OTHER DELICIOUS DEKUYPER CORDIALS AND FRUIT FLAVORED BRANDIES . NATIONAL DISTILLERS PRODUCTS CORP., N. Y.



YOU ARE LOOKING at an actual 60-second Polaroid Land picture. It was taken with the remarkable new panchromatic Polaroid Land Film. The engraving was made directly from an enlargement of the original print. Notice the

critical sharpness of the child's bair, the deheate facial tones. Today's Polaroid Land Camera not only gives you himshod pictures in 60 seconds—but pictures of superb quality. For as little as \$72.75 you can own a Polaroid Land Camera.



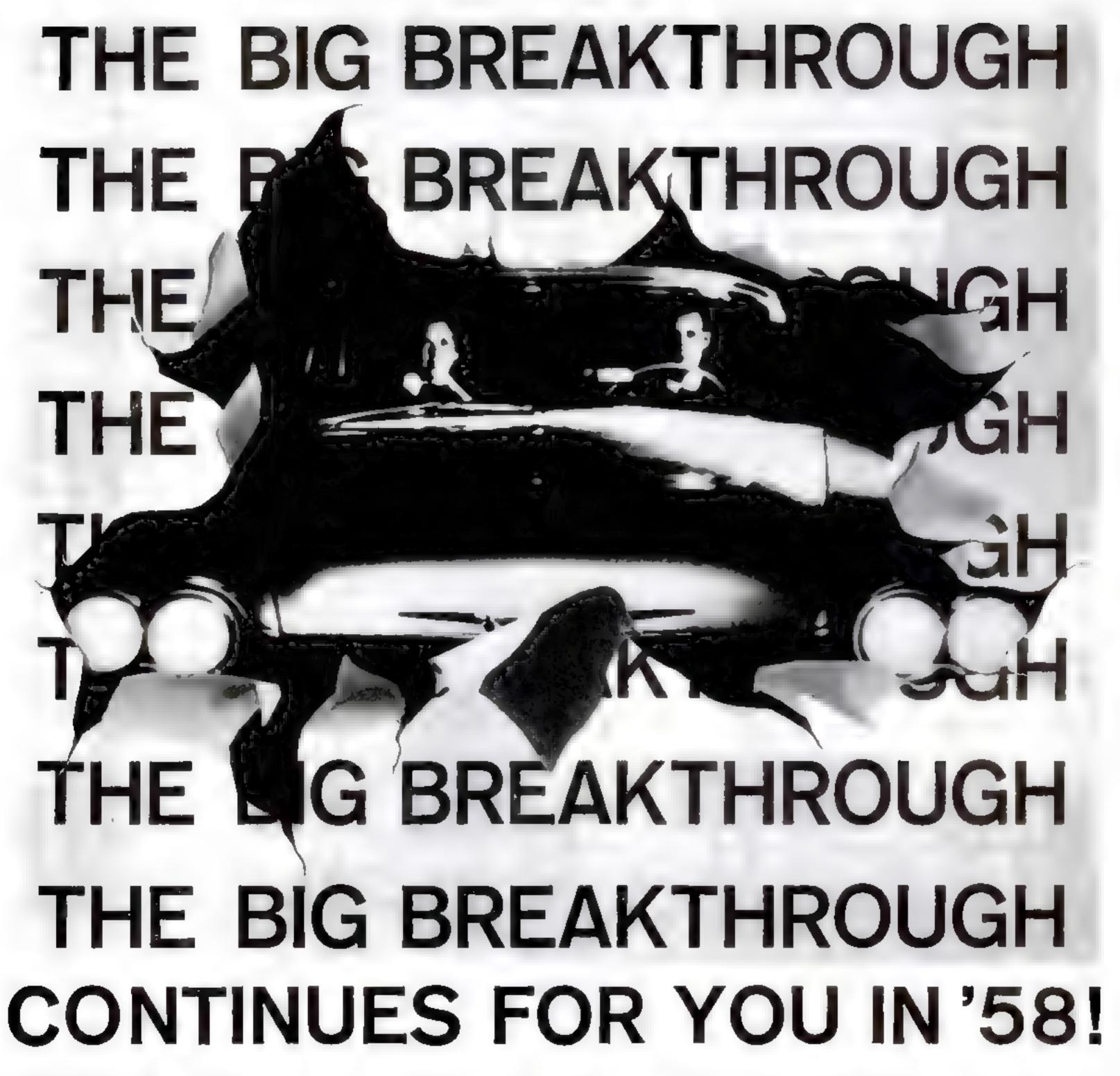
ussy Creamy Masque wakes up your skin with the triple-action treatment that cleans, clears and colors you with a glow. First, it cleans down deeper than any soap can. Then it "lifts out" blackhead-forming oil and grime. And when you rinse away, it gently stimulates. Leaves your skin radiant.

to be as lovely as you can be...



TUSSY creamy masque





The Advance Design that made the Big Break-through this year in automotive thinking will pick up even more momentum in '58! You'll find exciting new features in both appearance and performance! You'll get even more value than ever before!

In appearance, The Forward Look cars for '58 will have the breath-taking look of leadership! Clean-lined silhouettes . . . handsome new grilles . . . new tailight glamour. Exciting new colors . . . decorator interiors. And flowing, functional fins, so basic to the years-ahead styling of the five great cars of The Forward Look.

As to performance for '58, you'll find a totally new experience in the controlled ride that comes from new Constant-Control power steering that works full-time . . . full control stopping with safer, surer exclusive Total-Contact Brakes... new, smoother, quieter, more economical engines, plus the comfort of Torsion-Aire suspension that levels your ride, stops dip, jounce and sway, as no other system of suspension can do-and at no extra cost!

But you'll want to compare for yourself the new features that will make ownership of a Chrysler Corporation car even more of a pleasure, even more of a value, even more of a source of pride in '58. For only from Chrysler Corporation come cars of Advance Design.

COMING YOUR WAY NOVEMBER 1-SEE THEM AT YOUR NEARBY DEALER'S

FOR '58, MORE THAN EVER, THE FORWARD LOOK IS THE ADVANCE DESIGN



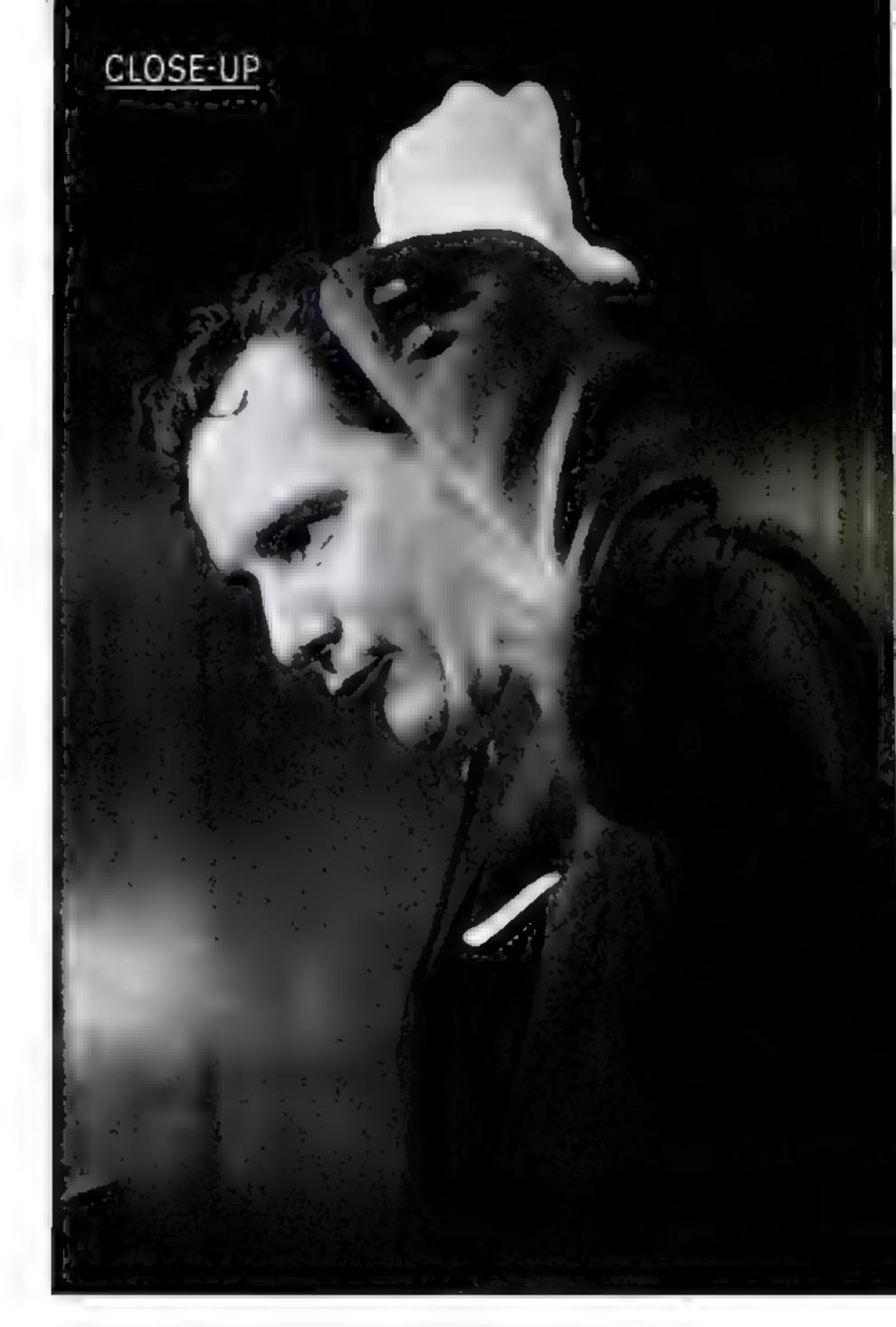
> CHRYSLER CORPORATION

PLYMOUTH . DODGE . DE SOTO . CHRYSLER . IMPERIAL

# Defender for the Unpopular



WILLIAMS meets client James Hoffa at federal court in New York preparatory to Hoffa's scheduled appearance this week on wiretap case.



EDWARD BENNETT WILLIAMS demonstrates the courtroom technique that has helped him win so many cases.

\*\*Running a trial is a lot like making a movie—but infinitely harder.

It requires direction, production and

writing. But you can't fictionalize and there are no retakes. Finally, the ultimate stakes are so much bigger. ??

TRY law cases," says Edward Bennett Williams. "I'm not interested in my clients' philosophies or in the fact that they may be socially obnoxious. They come to me for counsel and I provide it within the limits of integrity. After all, the Sixth Amendment in the Bill of Rights does not read: 'Every accused person is entitled to counsel except Frank Costello and Jimmy Hoffa.' "Acting on that principle, Williams, who in the last few years has skyrocketed to top prominence in U.S. criminal law, is now defending or has successfully defended both Mr. Costello and Mr. Hoffa.

Mr. Williams earns nine tenths of his estimated \$150,000 income not on headline-grabbing cases but on the "good, hard bedrock stuff" of a Washington, D.C. practice. Born in Hartford, Conn., he was fascinated from boyhood by courtroom drama ("Trial law is what I like—anything else bores me") and on graduation from school did a rare thing for a promising young lawyer. He passed up a chance at corporation law to take the comparatively unremunerative job of trial lawyer for a Washington firm. For four years he handled small claims until he was tired of it. "After all," he

dynamic men I have ever encountered. But in my business you are dealing with people at a time in their lives when they are in deep trouble. This brings out the best in them. 79

#### The only completely automatic toaster!

## Sunbeam TOASTER

WITH RADIANT CONTROL

- . Bread lowers automatically no levers to push
  - . Toast raises silently-no motors to wear out
    - . Always perfect toast-just the way you like it!



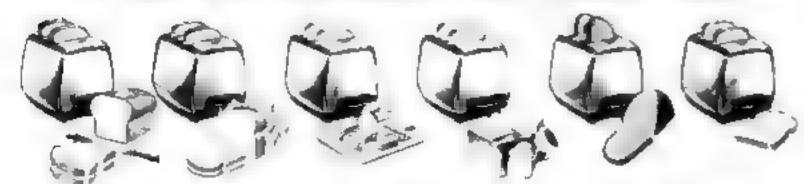
## Automatic Beyond Belief!

The Sunbeam Automatic Toaster with exclusive RADIANT CONTROL is the only completely automatic toaster. No levers to push, no motors to wear out. Sunbeam RADIANT CONTROL automatically adjusts toasting cycle to moisture content of bread. You get toast just the way you want it regardless of whether bread is thick or thin, frozen or fresh, rye or white. You can even reheat a piece of toast without burning.

Ask your dealer to show you the new Sunbeam Toaster Today.

Only \$28.50 Monifocturer's recommended retail or fair Trade price.

#### GIVES YOU UNIFORM TOAST EVERY TIME



THICK OF THIN

FROZEN or FRESH

RYE or WHIT

CLC. (SEMBEAN, LABY SUMBAN, MICHAETER, MOHMASTER

MARK OF QUALITY SUNBEAM, ONE SUNBEAM, ONE SUNBEAM CORPORATION, Dept. 53, Chicago 50, Minels . Canadas Toronto 18

#### WILLIAMS CONTINUED

recalls, "there are only a certain number of ways you can get hit in the backside by a streetcar. No element of surprise."

In 1949 Williams set up a one-room office and was on his way. He defended Senator McCarthy on his income tax case and got him a rebate. He defended a leftist screen writer on a contempt charge and got him off with a \$150 fine. He defended Confidential magazine against a post office ban and won. He defended OSS Lieut. Aldo leardi on a perjury trial (Life, May 7, 1956) and won. He saved Frank Costello from deportation and, last summer, got Jimmy Hoffa acquitted in a bribery case which U.S. officials thought they had sewed up tight.

It is not crusading zeal but his love of trial law that has led Williams to take the unpopular side in so many cases. He is, however, proud of his election to the board of directors of the American Civil Liberties Union. "The trouble is," he says, "that the defense of liberty has lost its prestige. The defense of property pays off better in dollars and cents and so we lawyers have become a profession of business negotiators and handholders."



WILLIAMS confers with client Frank Costello. Last week Williams moved to set aside his conviction for income tax evasion on grounds U.S. used wiretap evidence.

\*\*Anytime you represent a controversial character
you have a problem. Most people just don't understand
what the rights of Costello are. Sure, he's an unpopular
figure, but after all, I'm not running him for Vice
President of the U.S. I'm representing him as a lawyer at court,?



In Williams' Washington office he has set up a law clinic where he holds "diagnostic conference" with colleagues in his firm, Agnes Neill and Thomas Wadden (right).

I conceived of the clinic idea much as a medical clinic, complete with specialists. We have specialists here in labor, tax, criminal and international law. If our diagnosis is wrong it becomes a matter of public record, if a doctor's diagnosis is wrong you don't usually know about it."



FIRE INSURANCE . . . "must" coverage for everyoneforms the central core of protection in Hartford's "Package."



THEFT INSURANCE ... protection for your precious belongings—a feature of 3-policy coverage in 1 package.



LIABILITY INSURANCE . . . gives you practical financial protection against a wide variety of damage claims.



ALL IN ONE POLICY! You get real and lasting peace of mind with a Hartford "Package" Policy's over-all protection.

## See how Hartford's one-policy "Package" gives you 3-in-one protection!

Why buy three policies—and pay three premiums? One Hartford "Package" Policy is much simpler all around.

There's the Fire Insurance protection you need in the Hartford "Package," of course. Plus windstorm, hail, lightning, smoke damage, glass breakage, vandalism and explosion insurance for your home and just about everything in it . . .

You also get Theft Insurance that pays you for losses of clothing, furniture, appliances, silverware, linen and other items of personal property stolen from your home. (In some instances, it will even pay you for losses away from home.)

Your protection program is further rounded out with Liability Insurance. This takes care of your own personal hability for accidents at your home or resulting from a wide range of activities away from home.

As you can see, Hartford's "Package" covers practically every major peril. Yet you have just one policy to keep track of ... one renewal date ... one premium. It's modern, It's convenient, And it may save you as much as 20% of what separate policies cost!

Think it over. You can begin enjoying the advantages of a Hartford "Package" Policy this week. Your Hartford Fire Group Agent will arrange to give you credit for present policies, and set up a budget payment plan for the new one, if you like. See him for details. Or mail the coupon for free folder.

Year in and year out you'll do well with the

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Hartford Fire Insurance Company Group Dept. FL-10 Hartford 15, Conn. Please send me your free folder about this modern Hartford "Package" Policy. Address.

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#### Friends and Clients



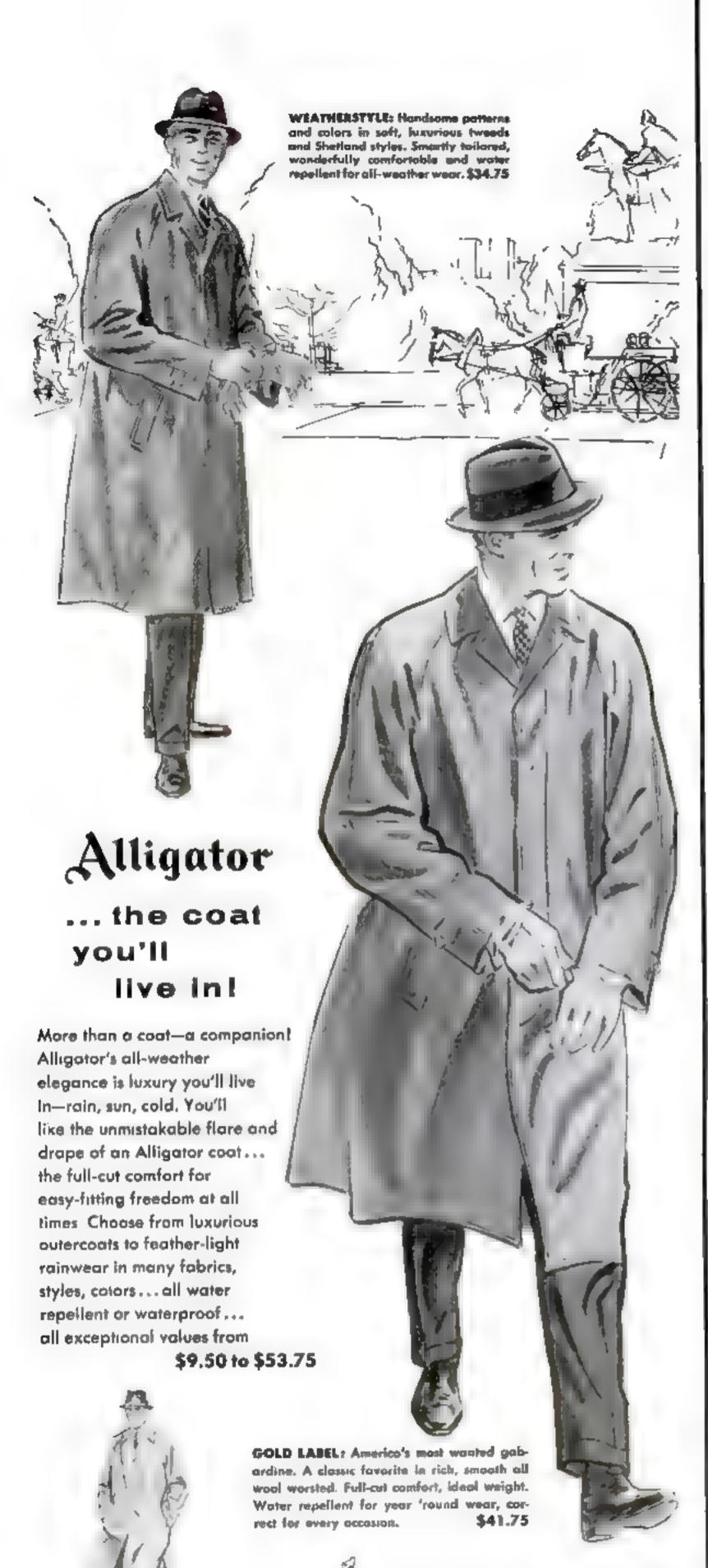
In New York, where Williams usually spends three days a week, he lunches at Toots Shor's restaurant with close friends (and clients) Joe Di Maggio and Toots himself.

living' as the hardest form of livelihood. In trial law and baseball you're expected to win. I'm supposed to win every case no matter how impossible it may be. But there are certain ones you take which just can't be won. ??



WILLIAMS makes a phone call from apartment of client and television star Faye Emerson, whom he is representing in her divorce proceedings with Skitch Henderson.

They are accustomed to luring business agents and press agents and trusting their futures to them, so they don't find it difficult to do the same with a lawyer. They follow your advice and don't try to second-guess you.



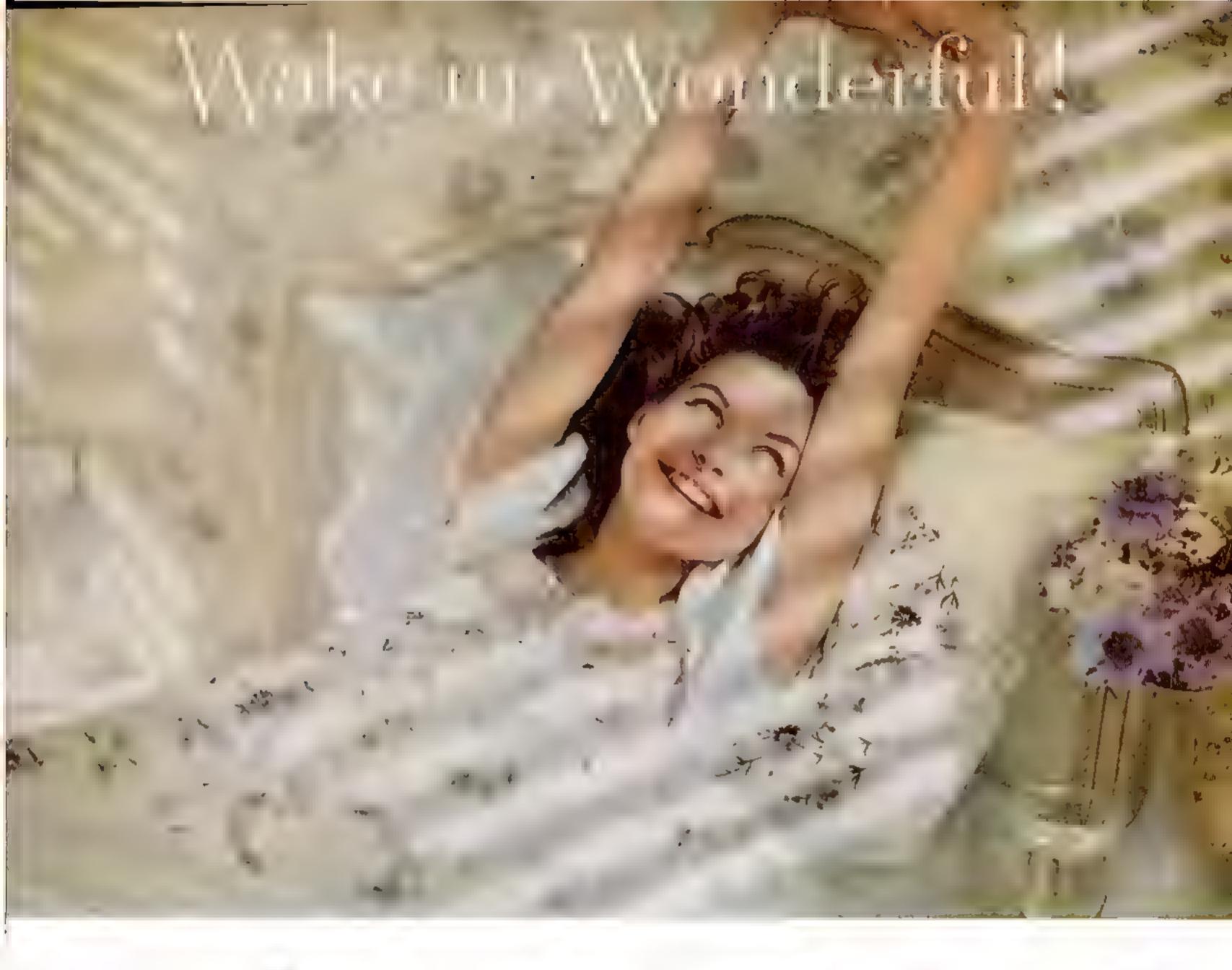
GALECLOTM: A tightly waven bland of 50% Dacron\* and 50% long stople cotton ideal for drizzle, downpour, threatening days, chilly evenings Water repellent. Wrinkle-resistant. Can be washed at dry cleaned.

\*DuPont Polyaster Fiber

Alligator

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## Feel the difference between "firmness" and "hardness"! Get the restful, buoyant firmness of Beautyrest!

The firmness of a Beautyrest refreshes you completely because it has gentle, buoyant firmness—pushing up and properly supporting every tired part of your entire body.

No other mattress is so right, so relaxing. No other mattress is made like Beautyrest.\* The pictures below show you the important difference.

Beautyrest is made with twice as many springs as an ordinary mattress. More important, each spring is independent and free to push up and support the weight and shape of your body. And it is this buoyancy that is best for comfort, best for rest, and best

for your back, too. And it means two can sleep together in separate comfort.

11-year research proves more refreshing rest. Beautyrest firmness was tested during 3,142 scientific sleep tests measuring mental and physical reactions of actual sleepers.

Result: Beautyrest firmness was proved

to give more refreshing sleep than any other type of mattress. Tests conducted by the United States Testing Co., using methods developed by the Sleep Research Foundation.

Beautyrest at \$79.50 costs least to own, in spite of its costlier construction. Endurance tests prove Beautyrest lasts 3 times longer than any of 20 mattresses tested. With a 10-year guarantee, costs only about 2¢ a night.

For firm protection, more refreshing rest and long-lasting economy...choose Beautyrest. Normal-firm or extra-firm model...extra-wide and extra-long also available. Sleep on Beautyrest tonight . . . tomorrow, wake up wonderful!



Joined-together springs sag together! Because they're wired together, these springs can't push up to support the weight and shape of your body. 200-300 springs in an ordinary mattress . . . and they all sag together.



Separate springs give full, firm support! Beautyrest has over 837 independent springs. Free to push up and firmly support your back, your weight, your shape. Only with Beautyrest do you get correct, sag-proof support!

"Trade-mark Reg. U. S. Patent Office, Copr. by Simmons Co., Mdse. Mart, Chicago, III.

 $Simmons \\ Wonderful \\ Beautyrest$ 



### Modess introduces the flexible tampon



...a tampon you can trust even on "first" days

#### SHAPES TO FIT YOU

The flexible Modess Tampon conforms to inner body contours, leaving no area unprotected (often the cause of embarrassing accidents with old-style rigid tampons).

#### TWICE AS PROTECTIVE

Gives twice the protection, more absorbency than any other tampon—safe as a napkin. Most women will need no extra precautions, even on "first" days.

#### BLESSEDLY COMFORTABLE

Modess-soft and dainty . . . easy to insert with slim, individual applicators. Regular, Super, or Junior.

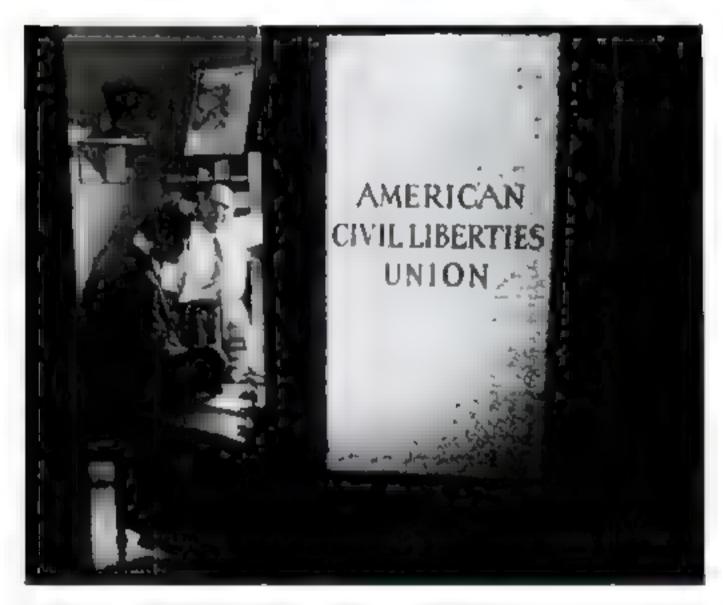
NEW MODESS. TAMPONS

#### Arenas of the Law



At Georgetown, Williams and acting-president Father McGrath discuss legal affairs. He graduated from Georgetown law school, is professor of law there and university counsel.

661 think the whole world is divided into engineers and salesmen. When I was at school I was miserable in science and had no feeling for math and couldn't drive a damn nail. I guess law was my outlet for salesmanship. But the real place to study it is not school but the courtroom. 99

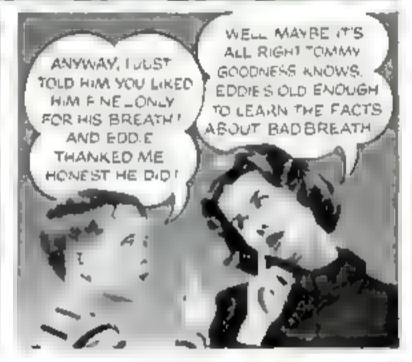


AT American Civil Liberties Union headquarters in New York, Williams, a new member of the board of directors, meets Assistant Director Alan Reitman.

66 As a member of the board of directors I am available to take cases without compensation. I feel it's not up to me to make a moral judgment on the rectitude of any of my defendants' position. That's the function of the court—and the function of the jury."











#### Brush Your Teeth with COLGATE DENTAL CREAM... **Brush Bad Breath Away!**

And Colgate's with GARDOL Fights Decay All Day, Tool



Colgate's with Gardol stops mouth odor all day for most people ... with just one brushing! And of all leading toothpastes,\* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day . . . with just one brushing!

So to fight both bad breath and tooth decay all day, use Colgate Dental Cream with Gardol!

Gardol's invisible shield fights tooth decay all day ...with just one brushing.

TOP THREE GRANGE APTED COLDATE'S BAROOL IS COLDATE'S THADE-WARK



**WORLD'S LARGEST SELLING TOOTHPASTE** CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

FAMILY SIZE

COMPARED

WITH LARGE

## DOUBLE PROTECTION

Switch to a Filter Pipe by MEDICO



• Protects you from irritants

Safeguards your pleasure



The nicotine, tars and other irritants trapped inside Medico's changeable filter never reach your mouth. When filter is discolored, replace with a fresh one. That's why Medico smokes

CLEANER COOLER SWEETER

More enjoyable than any other smoke!



Above: Medico Guardsman, \$2.50

NEW / See the 1958 series of

MEDICO Crest







Medico Filigree Pipes in Gift Case \$10 to \$17.50

Medico Meerschaum Pipe in Gift Case \$10 to \$15

MEDICO

FILTER PIPES

Wide variety of styles—imported briar or meerschaum. For catalog II, write MEDICO, 18 E. 54th St., N.Y. 22

WILLIAMS CONTINUED

### Time for Family



In living room of his contemporary-style 12-room home in Washington suburb, Tulip Hill, Md., Williams and his wife Dorothy play with newest member of household, a basset hound,

We had two dogs before but they were roamers.

We never used to see much of them so we bought a dog who is more domesticated. Whenever things are at their blackest all I have to do is look at Beauregard and I burst out laughing.



FAVORITE outing for 3-year-old Joby (Joseph B.) and 2-year-old Ellen is a trip to Washington zoo. The children also like the national airport and Glen Echo amusement park.

It's the only way I can compensate to the children for all the time I spend away. I'm in New York so much that even if I run down to the store and somebody asks Joby where I am he invariably answers, 'Daddy's in New York.' ??





#### There's a Comet Rice for every purpose!



#### COMET PRE-FLUFFED RICE

Prepared by a new patented process from the finest long grained rice. It cooks easily and reheats perfectly time and again. Each individual grain stays fluffy and separate.



#### COMET REGULAR RICE

Perfect for puddings, rice rings, cream soups, chop suey, extender for meat, fish, poultry. Its delicate flavor blends with other foods, adding nutrition and quick energy.



#### COMET BROWN RICE

Natural rice—with all the vitamina and minerals found in the rich coating. Perfect as a dressing, or with fowl. Distinctive "wild rice" flavor. Inexpensive and easy to cook. SAY HOUSEWIVES
FROM COAST TO COAST!

#### There is a difference in ease, speed and taste!

Comet Rice 'n' Chicken—here's a quick, easy, and economical one-dish meal that will delight your family! Surprise them with this different and delicious recipe tonight. Get Comet Rice—in the big, blue-and-yellow box above. It's EASY as boiling water, QUICK as the most expensive rice, TWICE AS TASTY!

#### COMET RICE'N' CHICKEN

(Serves 4 generously)

- 1 Cup Comet Longrain Rice
- 1 Cup cooked chicken
- 1 Can undiluted cream saup

(Use chicken, tomato, musbroom or asparagus soup)

Cook Comet Longrain Rice by the easy directions on the box. When Comet is cooked, add chicken and soup, mix together, and heat through. Meat, fish, or other fowl can be substituted for the chicken.

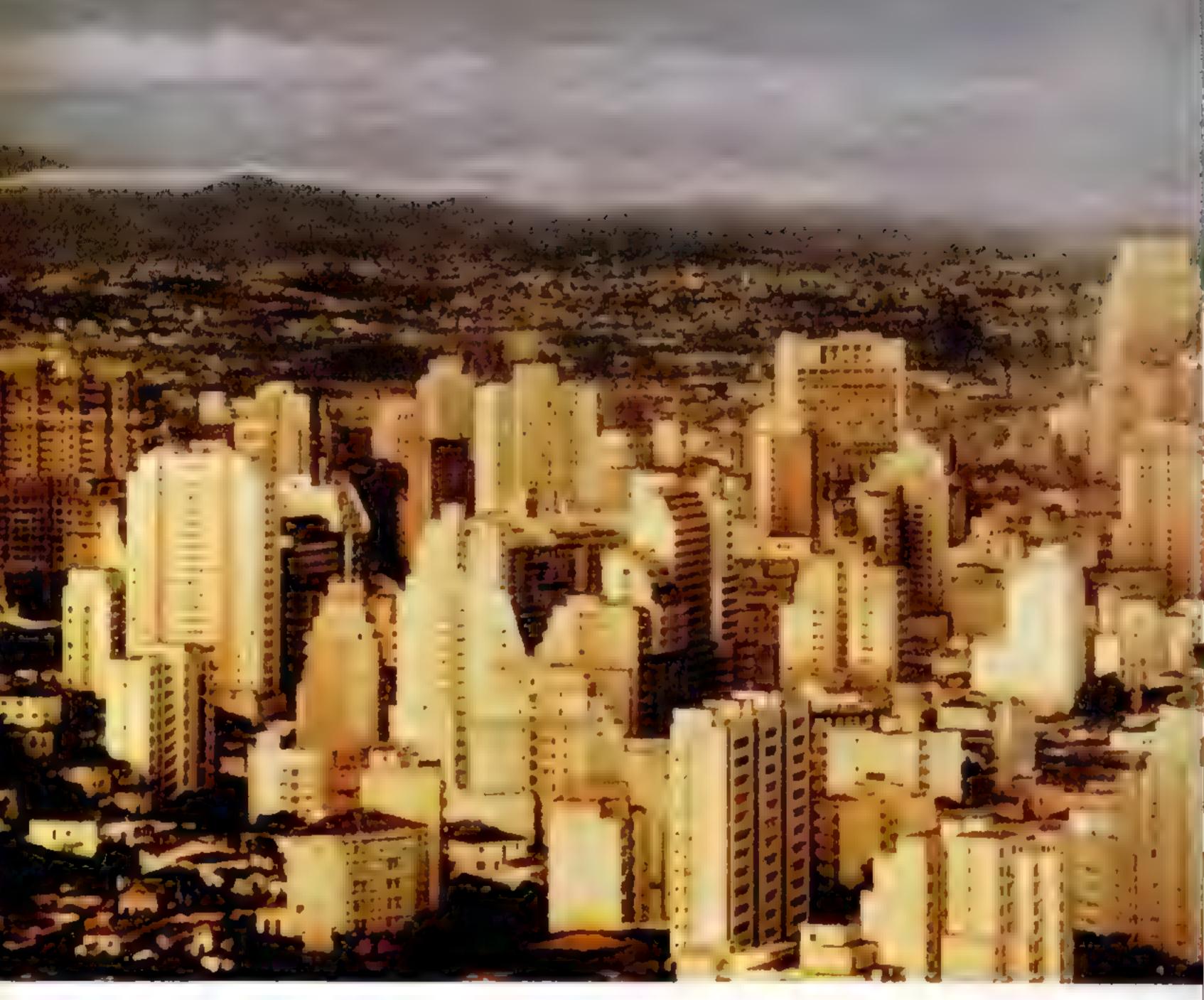
For more highly seasoned dish add chapped anions or garlic plus sliced hard boiled egg and mushrooms, to taste. Have the fun of serving a sporkling, new and exciting dish (at low cast) by varying the seasoning each time.

#### Send for FREE Recipe Book

For rice recipe book, send one Comet boxtop and your name and address to: Comet Rice Mills, Dept. L-1, P.O. Box 1681, Houston, Texas.

#### COMET IS ONE OF THE WORLD'S LEADING RICE MILLERS

Mills in Houston, New Orleans, Stuttgart, Bay City and Beaumont



## Growing Pains of a Big Country

#### AMBITIOUS BRAZIL HAS GREAT RICHES, FINE PROSPECTS-AND BIG PROBLEMS

Clusters of skyscrapers rising up from Brazil's glittering cities are so many bets on a boom in a country that has known three centuries of booms—followed, usually, by busts. They are acts of faith that one day all the country's possibilities will be united in one industrial machine that will make Brazil a power on the earth

This could come true, and knowing it makes Brazilian he a provocative thing bke having bagtuls of gold daughing just out of reach. Brazil is big—bigger than the US by almost one more Texas. Its population, increasing by 2.5% a year (I) S. increase: 1.7%, has surged past of million, making both a growing work force and a growing consumers.

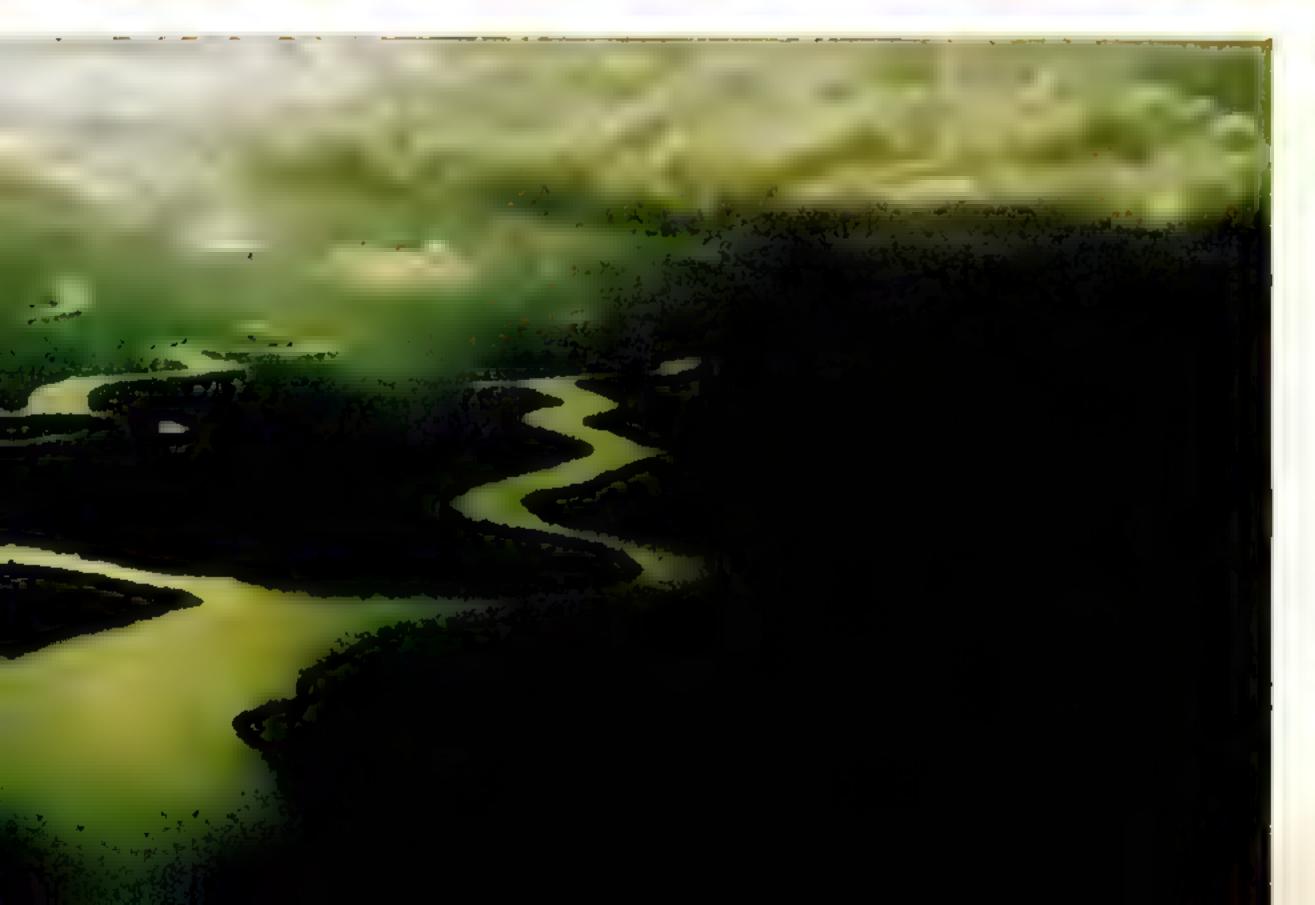
market, Brazil las fabulous i atural wealth, for example, a fifth of the world's known high grade iron ore reserves

Brazil also has a tangle of problems. It suffers great leficiencies—of transportation of cil and high-grade coal, of hydroelectric power. There are basic tinancial preclems inflation not enough investinent capital, a recurrent shortage of foreign exchange. The country's exchange hopsided by its dependence on coffee exports. Its givernmental leaders sometimes boggle. But Brazil, despite the setbacks here and there, is moving on. Backing its progress is more than a billion dohars in U.S. government loans.

Photographed for LIFE by DMITRI KESSEL

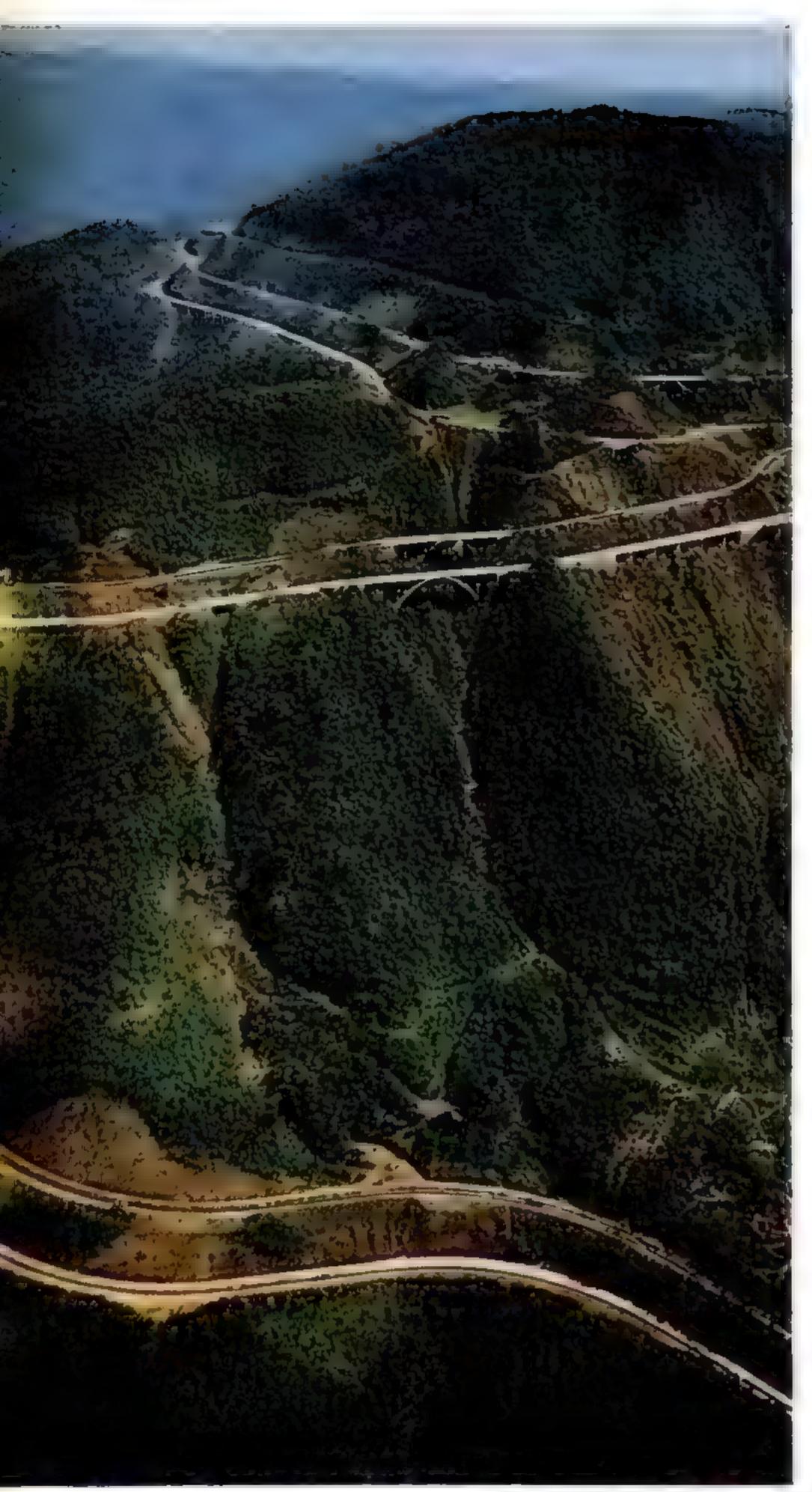






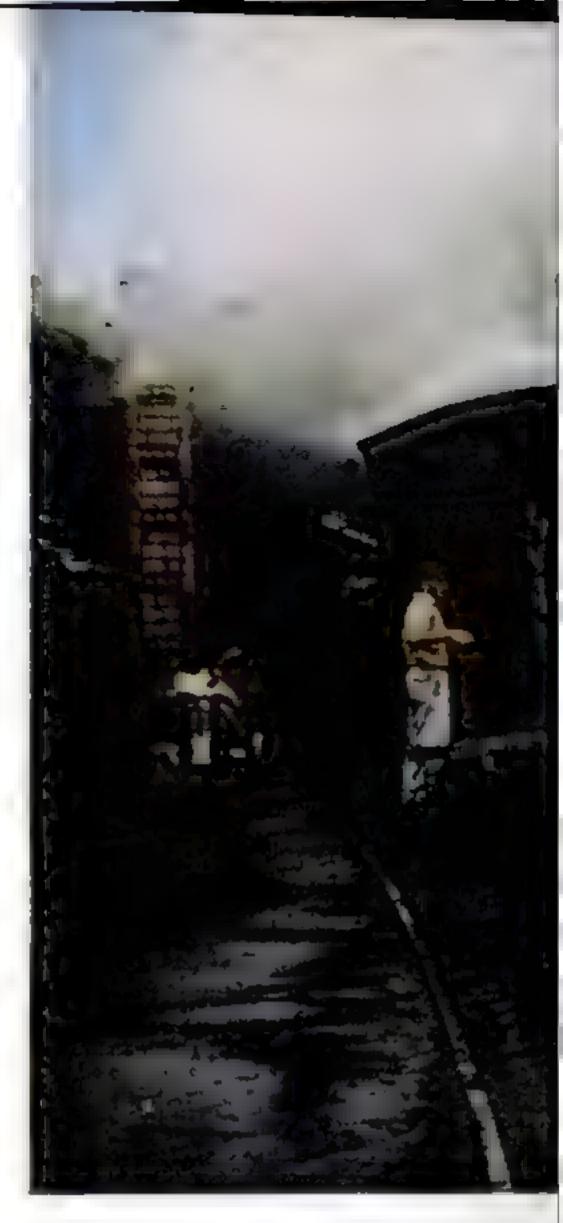
BI STLING BRAZIL 19 optemized by Sac Paul connects a crifice town of 55,000 but now according tradicity of 3 mol on propile with 22,800 factories and 500,000 workers. In the past 10 years it has added some 2,856 becomings to its modern skyl necessary.

process a third of the land, is the Amazen ran forest Below Marans the river flows in many channels Albut lost in the Amazon basin are 30 million property. Some of their are retent rolon sts here from Japan and Puerto Rico.



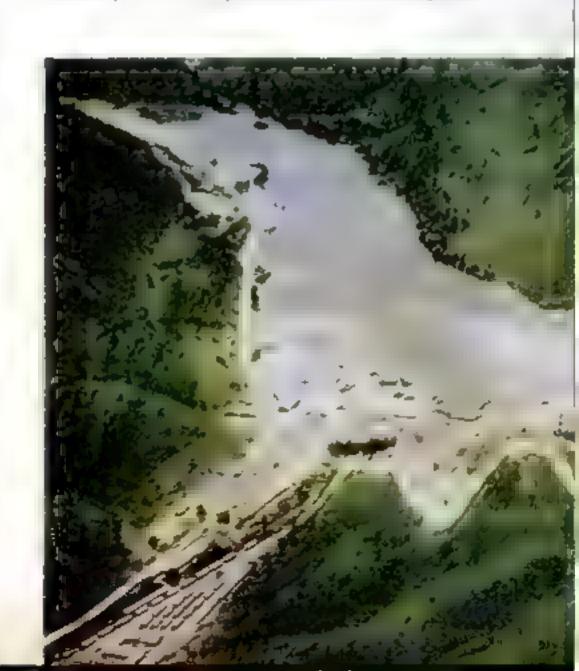
MODERN HIGHWAY, Via Anchieta, illustrates a reason why there are so few good roads in Brazil. In its 34 miles, from São Paulo to the port of Santos, it has 13 bridges, 20 yiaduets and five tunnels.

t.S.-BUILT DAM (nght), Pervoto was built on Rio Grande by subsubary of U.S. owned American and Foreign Power Company. It has cost \$11 milhon, will serve industrial centers outside \$50 Paulo.



## Start on

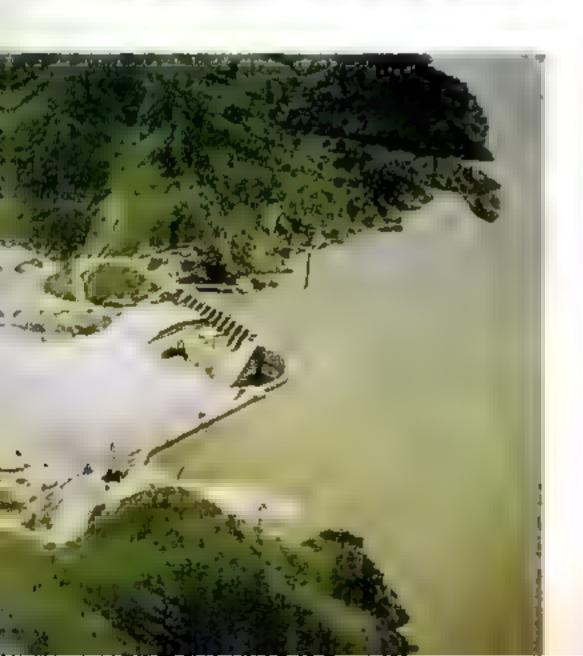
Larger in area than any nation on earth except Russia. China and Canada, Brazil suffers the outsized aches and pains of a giant's adolescence. The country is making efforts to solve the fundamental economic problems—which are depicted here—but despite the spectacular engineering schievement at left. Brazil still has lower miles (1.100) of paved road than tiny Deliware Its 23 800 miles of railroad are most by in a rickety state, and much of the rolling stock is antiquated (above). Brazil has to import 1.4 million tons of food a year chiefly to make up for what sp. As tor lack of storage and





## a future

transport. Hydroelectric power is also in short supply, although the nation's potential, waiting to be tapped by modern lams like the one beaw, is fourth in the world. The search for oil is frantic; Brazil produces only 12′ of its needs and spends almost 20′ of its export earnings on oil imports. President Juscelino Kubitschek has optimistically promised the country 50 years of progress in the next five rai roa is modernized, paved roads increased by 5,800 indes, hydrocentric power boosted from three to tive million knowatts and oil output up from 5,500 to 10,000 barrels daily.



DECREPIT ENGINES, such as this 1904 woodburner on the Belém-Bragança run, plague railroads. Because encalyptus logs they burn give off fragrance of cough medicine, engines often seem to have colds.

OIL Ht NTERS (below) set off subsurface soundings on Rio Negro, an Amazon tribit try. Project is run by the government. Watching instruments at right is Charles Kerr, a technician from Okloben a.

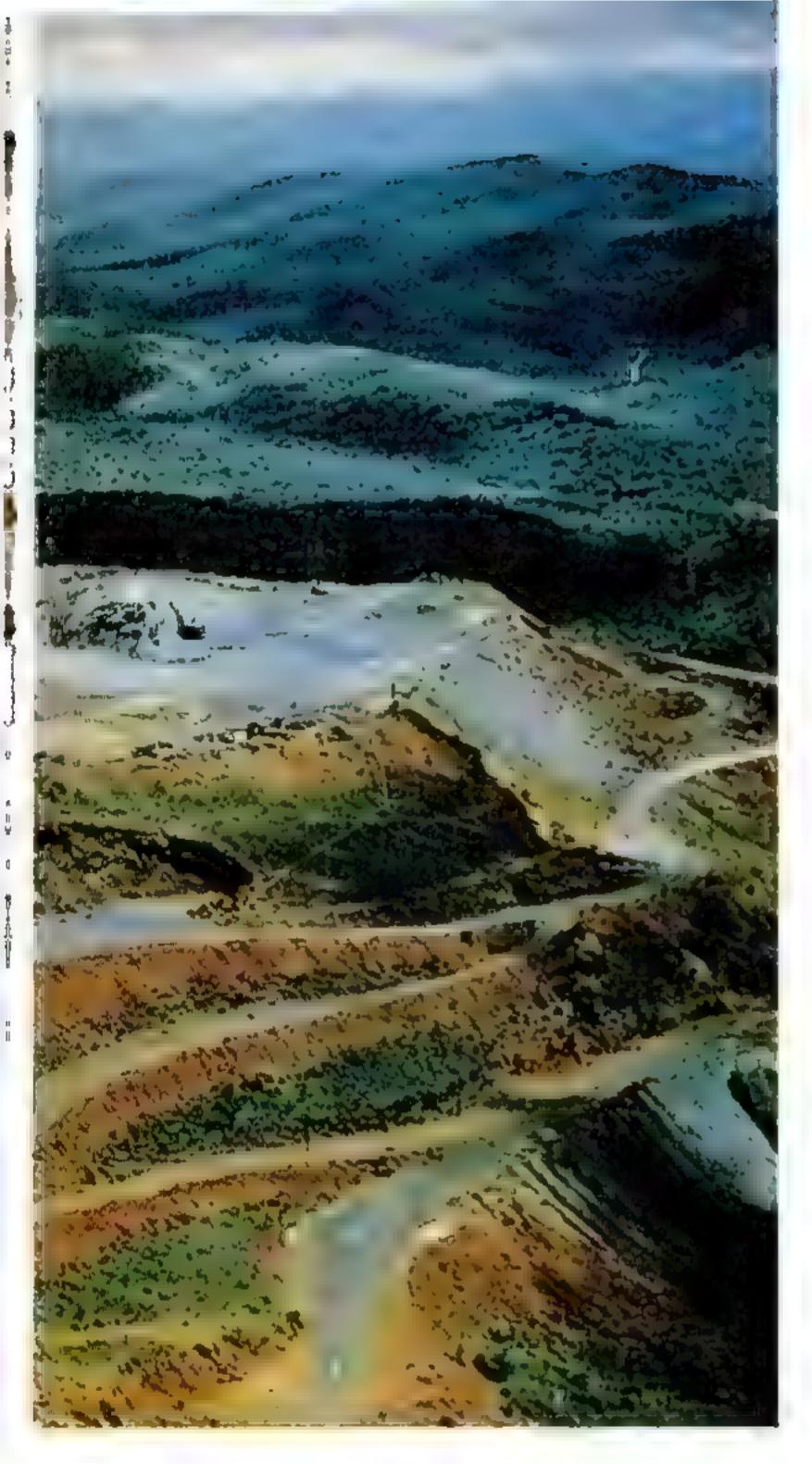




MOUNTAINS OF IRON (above), some 210 miles north of Rio, are Canê (fore-ground). Concerção (left rear) and Dois Corregos (in between). Since the start of operations of ring World War II. Canê as list 25 of its oriental 1500 fore. Foremula value run la particular de central Dou company exports almost al 48 ore.

west of But as two Hast hierarcis. (Account ment aware plant with him entired S. 05 mill on mell S. Export liport Bank nell produce 750 million nell S. Export liport Bank nel





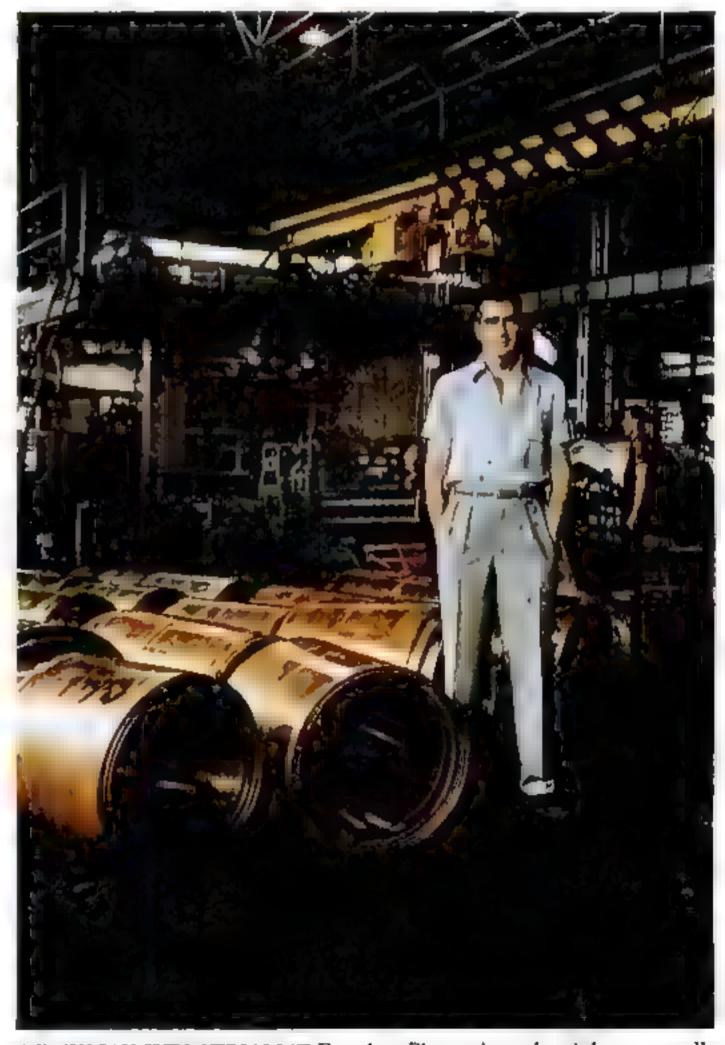
## A new base for industry

Brazil's industrial optimism has a good base. The native steel industry, biggest in Latin America, rests solidly on Brazil's tremendous wealth in iron—more than 16 billion tons of proven high-grade ore deposits plus an estimated 36 billion tons in reserves. Manganese, essential in manufacturing steel, is relatively plentiful in Brazil. Before World War II the Belgo Mineira Co. steel mill, cooking pig iron with eucalyptus charcoal, had started operations on a major scale in Minas Gerais state, 200 miles north of Rio, and it is still expanding. During the war a mill with six modern open-hearth furnaces and two blast furnaces was constructed with U.S. financial assistance. It uses imported coking coal mixed with low-grade Brazilian coal.

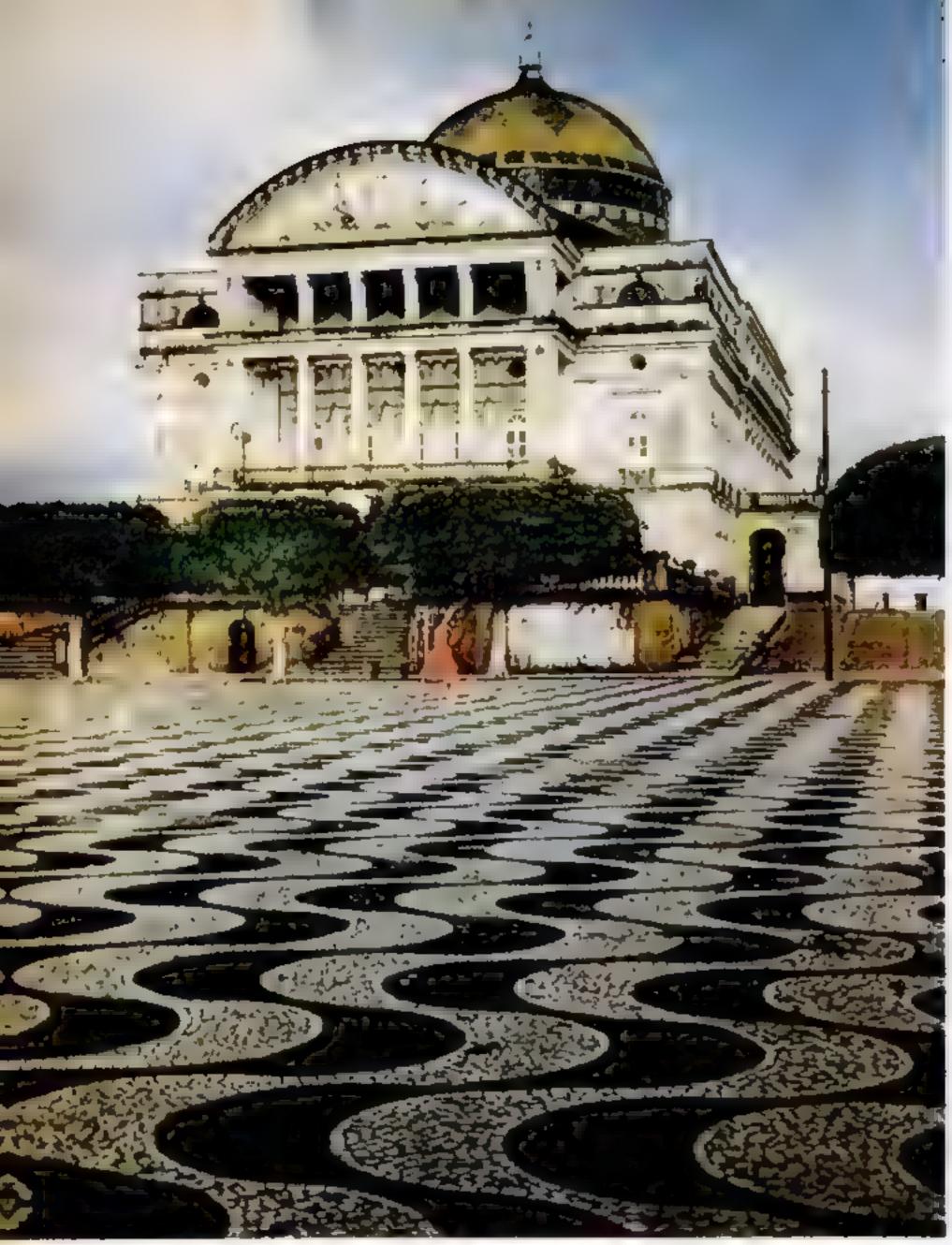
Brazilian steel is not cheap. It sells for \$118 a ton in São Paulo, \$40 more than Pittsburgh steel in New York. But it is the foundation of a cluster of new industries which are making machinery, railroad equipment, trucks and home appliances to give Brazil a more diversified economy.



MANGANESE MINER, wearing snout mask and smudged in a fog of oil, tends drills at Amazon mines run jointly by Braziliana and the Bethlehem Steel Corp.



BRAZILIAN INDUSTRIALIST Francisco Pignatari stands and copper rolls in his São Paulo colling mill, Latin America's largest nonferrous rolling mill.



BOOM'S REMNANT, an opera house, was built in 1896 in Manaus in the Amazon Valley by men

who grew fantastically rich tapping the valley's wild rubber trees. Asian rubber broke the boom in 1912.



SUGAR CANE (UTTERS in northeast work in a region once one of the most fertile sugar areas in

the world Output here has fallen far off but Brazil as a whole is second only to Cuba as a sugar grower.



(purple earth) territory of the state of Parana Ha

## Signs of

The Ichris of old booms is scattered around Brazil shaggy sugar plantations whose owners have long since gone absentee, worked-out gold and diamond helds gul ned to fee to zon-das turned over to eattle grazing, the grotesque glories of an ornate opera house standing in a



plantation, or facenda, has its own little village of warehouses, workers' houses and stores (center),

coffee trees 5 to 12 feet high. Each of these trees

produces about one pound of coffee each year. The country produces almost half of the world's supply.

## one-crop boom and bust

jungle city. Boom psychology—the temptation, in, the words of a Brazilian writer, "to collect the fruit without planting the tree," to gamble on land values rather than invest in productive enterprises—remains a major menace to the country's present and future prosperity.

Agriculturally, the country has successively leaned heavily on a single big export crop—dyewood, sugar, wild rubber, coffee. But coffee is a dangerously insecure prop. It accounts for 70% of Brazil's export earnings and if the world price slides down, the country's whole

economy trembles. Hopefully, Brazil has been stepping up cultivation of some other crops—wheat, rice, jute and pepper. But the land, illused and exhausted, needs crop rotation, fertilizers and mechanization—the kind of modern attention it is just now beginning to get

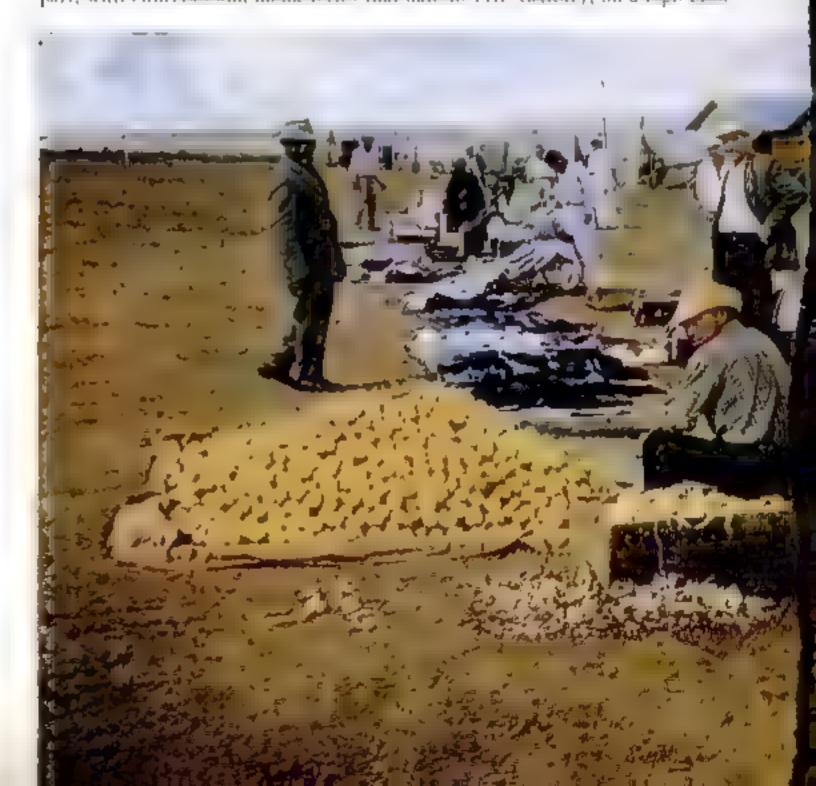


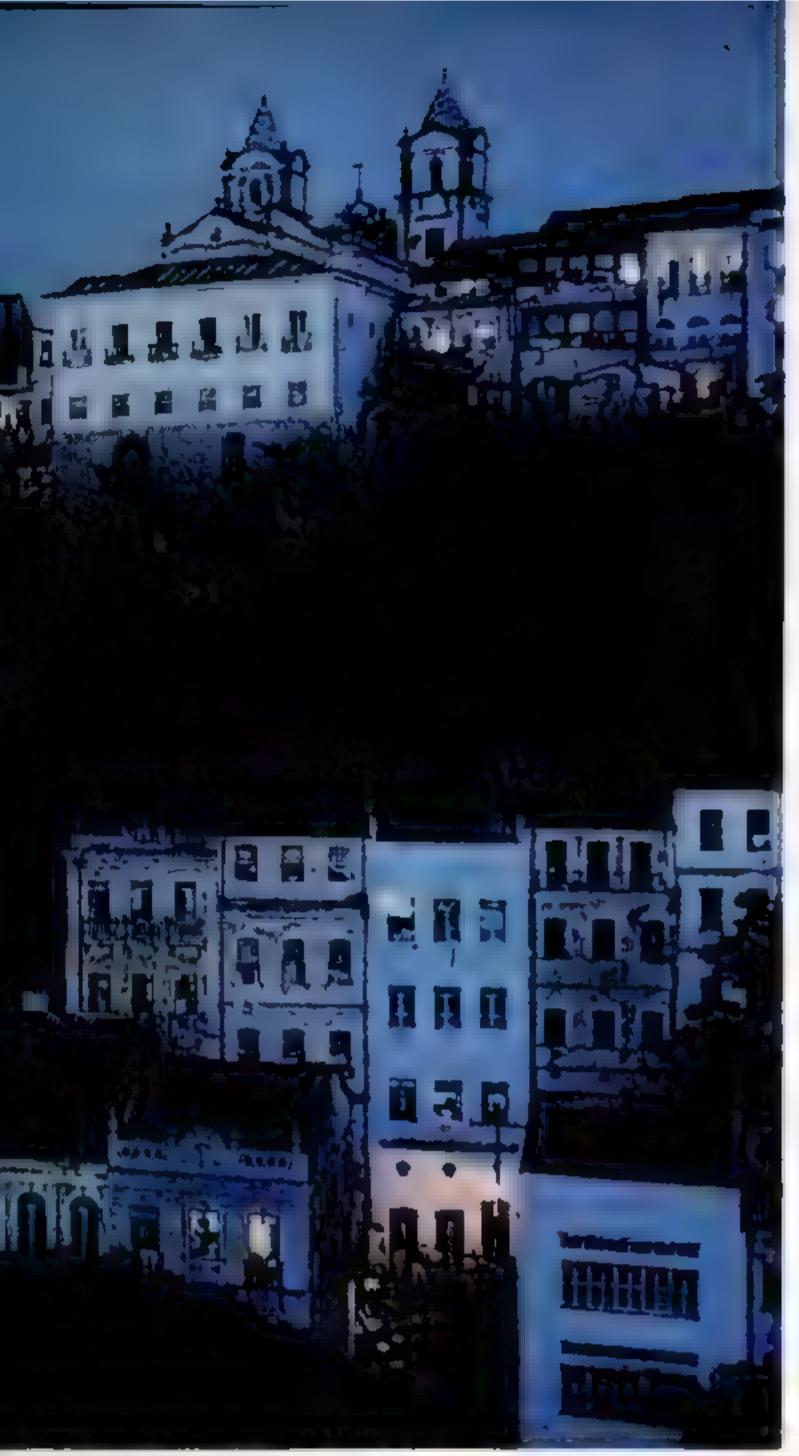
## A pair of capitals

Many Brazilians find Rio de Janeiro too charming, seductive and soft a place to serve as the capital of a young and vigorous country. Professors have written articles on the theme; if we want to fulfill our destiny, then we must move the nation's brain out of Rio, President Kubitschick is trying to do just this. Three times a month the presidential plane carries him to an all but empty sweep of land in the heart of the country, 590 miles northwest of Rio, There some 12,000 pioneers are building a brandnew capital called Brastlia. Before he leaves other in 1961 the president hopes to hold at least a symbolic first cabinet meeting in the new capital.

Kubitschek's move to the interior has more than symbolic importance. The steady flow of population from the farinlands to the growing industrial centers has been further crowding the heavily settled part of the country in the southeast. Brasilia, as Kubitschek sees it, would be a rallying point for a great opening of Brazil's midwest. But his plan to open up hi go new regious, say some experts, is unrealistic because nobody knows if a lot of the unexploite lareas are worth exploiting. And his proposal to move the government seat has been met with anguished opposition from politicians who are reluctant to leave their lovely Rio (following page).

OLD CAPITAL was Salvador, north of Rio in the sugar growing country. It lost its position to Rio in 1763 after gold was discovered for ner south. Sawador is a double city, the lower part (foreground) by It along the barbor, and the upper part, with characters and menasteries that date to 17th Caratary, on a light blot





FUTURE CAPITAL, a being built by workers who live in a cluster of 2000 responsive workers being the site of Brasilia. Traders from the nearby it eshable to sell cry goods and revor builts from stateases in the streets. There is no finished road to the site and practically additable in and out is by plane.

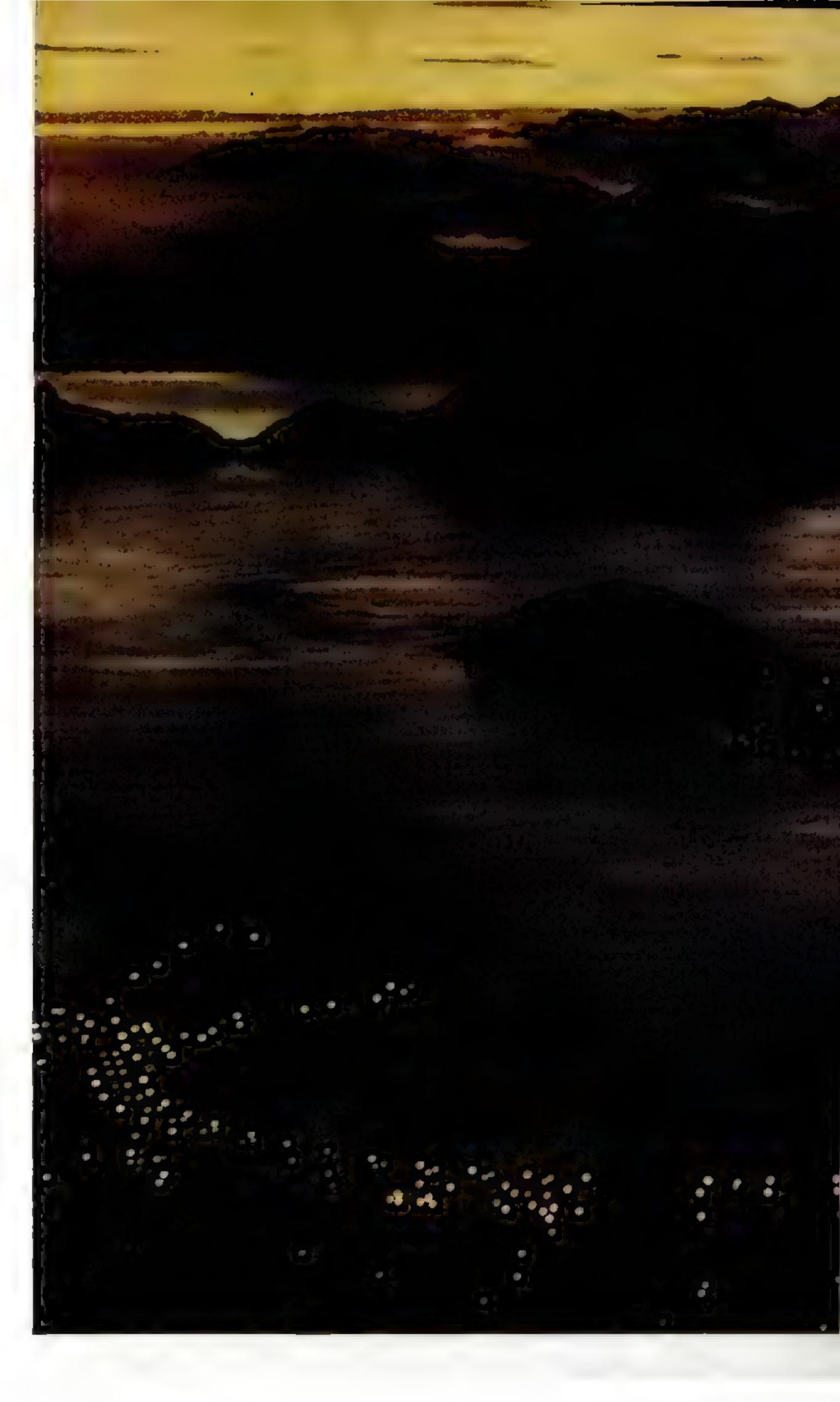




PUSHING PET PROJECT. President Kulitisclick wands in the empty space around Brasilia and looks about at what he hopes will be a flourishing city.

BRAZIL

BEAUTIFUL RIO sits in its great bay. Its peaks are famous—Sugar Loaf is in center, opposite page—and dramatic. But they are also troublesome. To despair of residents, they almost strangle traffic. Still they make a lovely sight around city at dusk, when lights lie like pearl ropes along escaloped shores.







## for INSTANT SOLDERING and household repairs...



weller soldering kit—features the easiest-to-use soldering tool ever designed . . . the Weller Instant Heat Soldering Gun. Makes anyone an expert at scores of household repairs. You hold the Weller Soldering Gun like a pistol. Then touch the trigger and presto . . . soldering tip heats instantly . . . dual spotlights flick on to light up your work. There's nothing else like it for quick, accurate soldering, even in dark and difficult places. And you can do many other jobs with the cutting and smoothing tips available. Guaranteed for 1 year.



for mending metal



for expert electrical work





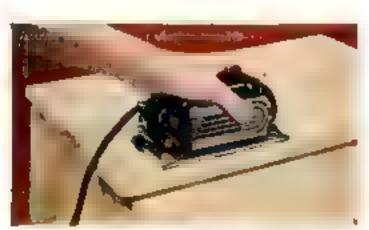


## for easy SANDING...

WELLER POWER SANDER -eliminates hard rubbing and tired arms. Puts a satin smooth finish on new or painted wood the easy way. You can use it for hours without tiring, yet it's power-packed with 14,400 strokes a minute and has a big 25 square inch sanding area . . . twice that of any other sander in its price class. Fingertip "on-off" control. Easy sandpaper replace-

ment. Guaranteed for 1 year. Assorted sandpaper and polishing cloth included.

ALSO AVAILABLE IN KIT WITH METAL CARRYING CASE (MODEL 700K)







gets into comers





## for versatile SAWING...

WELLER SABRE SAW -makes every kind of cut in many kinds of material. Cuts curves, shapes, intricate patterns or just a straight line through wood up to 1" thick, plastics, aluminum, composition board, etc. Ideal for everything from making valances and artistic home decorations to doing household repairs. Exclusive strain relief design eliminates blade

breakage. Lubricated for life. No parts to wear or replace. Guaranteed for 1 year.

3 BLADES INCLUDED FOR WOOD AND METAL CUTTING



makes all kinds of cuts



makes starting hale for inside cuts





cuts wood up to 1" thick



## Del Monte Pineapple-Grapefruit Drink

Like the sunny juice of pineapple? The refreshing tang of grapefruit? You'll say they're twice as much fun together in this great Del Monte discovery! Here's flavor made to order for tots, teenagers, old-timers—

everybody! And besides being differently delicious, Del Monte Pineapple-Grapefruit Drink is fortified with healthful Vitamin C. Have a glassful soonest—it's the best reason you'll ever have for being thirsty!



## JOYOUS END FOR BEER CITY'S BASEBALL BENDER

### Braves and their Lew Burdette bring utter bliss to Milwaukee

Milwaukee's steaming emotions, which had been fluctuating incough all the ranges of joy and agony, burst into unrestrained jubilation at 1:34 p.m., Milwaukee time, one afternoon last week. In New York the Braves had just got the last Yankee out and had won the World Series. Empty streets that had reflected only tension during the game suddenly filled with whooping Milwaukeeans. Traffic froze in the swarm while policemen were dragge lanto snake. dances. This makes V-J Day look like a laghschool pep rally, said one or lebrator.

Milwaukee's unabashed enth asiasm for its team, the most refreshing thing in baseball in years, was boosted greatly by the way the Braves whipped the lordly Yankees, Lew Bur-Jette, who had dazed Yankee batters while winning the second and fifth games, stopped them cold again in the final game. Then he gave turther proof of his amazing endurance by playing the hero to the hilt in the wildest welcome ever given a Series champion (nght).

EXULTING IN HOMECOMING, Pitchers Lew -> Burdette (teft), Warren Spann salute happy ir iw l.



## Now! Give all your floors that "just done" look...in minutes



### New General Electric Floor Polisher introduces new idea in floor care!

What a joy to find yourself forever free of frequent messy floor jobs! With the new General Electric Floor Polisher, the heavy-duty chores come only twice a year, yet floors look lovely all the time.

Why? Because you spend a few easy minutes each week breezing through the house with your new General Electric Floor Polisher. It's so easy to carry—so easy to use. Gets into hard-to-shine corners and under furniture thanks to new, modern design. And watch it whip over heavy traffic areas. Even stubborn scuff marks disappear like magic!

Get the new General Electric Floor Polisher. Give all your floors that "just done" look—in minutes.



#### Floor Polisher

\$49<sup>95\*</sup>

The easy-to-use Twin-Brush Polisher complete with scrubbing brushes and buffing pads

\*Manufacturer's recommended retail or Fair Trade price General Electric Company, Vacuum Cleaner Department, Housewares and Radio Receiver Division Bridgeport 2, Connecticut

Progress Is Our Most Important Product



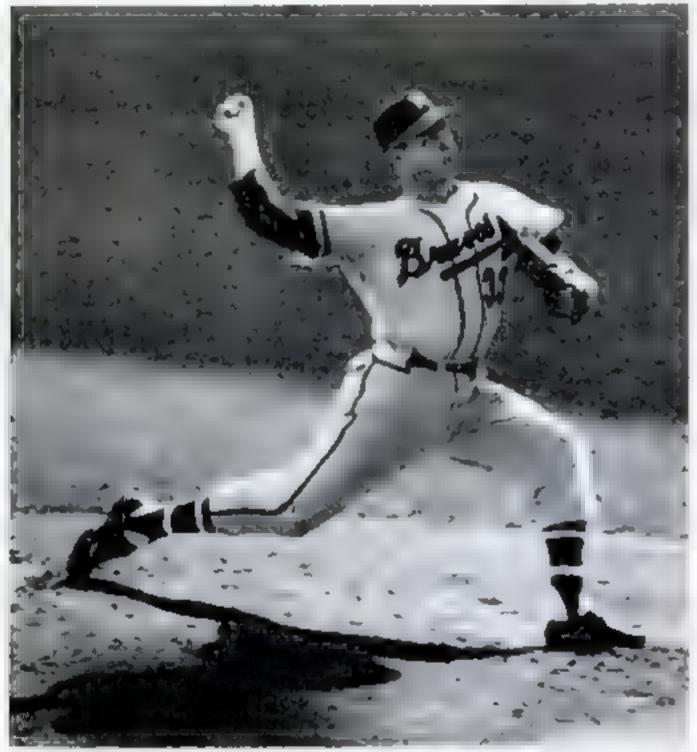


Handles so easily all through the house . . . on wood, tile and linoleum floors

#### Braves CONTINUED



YANKEES' FALL in final give starts as throw or do the play ball pulls Cole ban off se, and base. Saying there was said Cole non-significant throw to first was late.

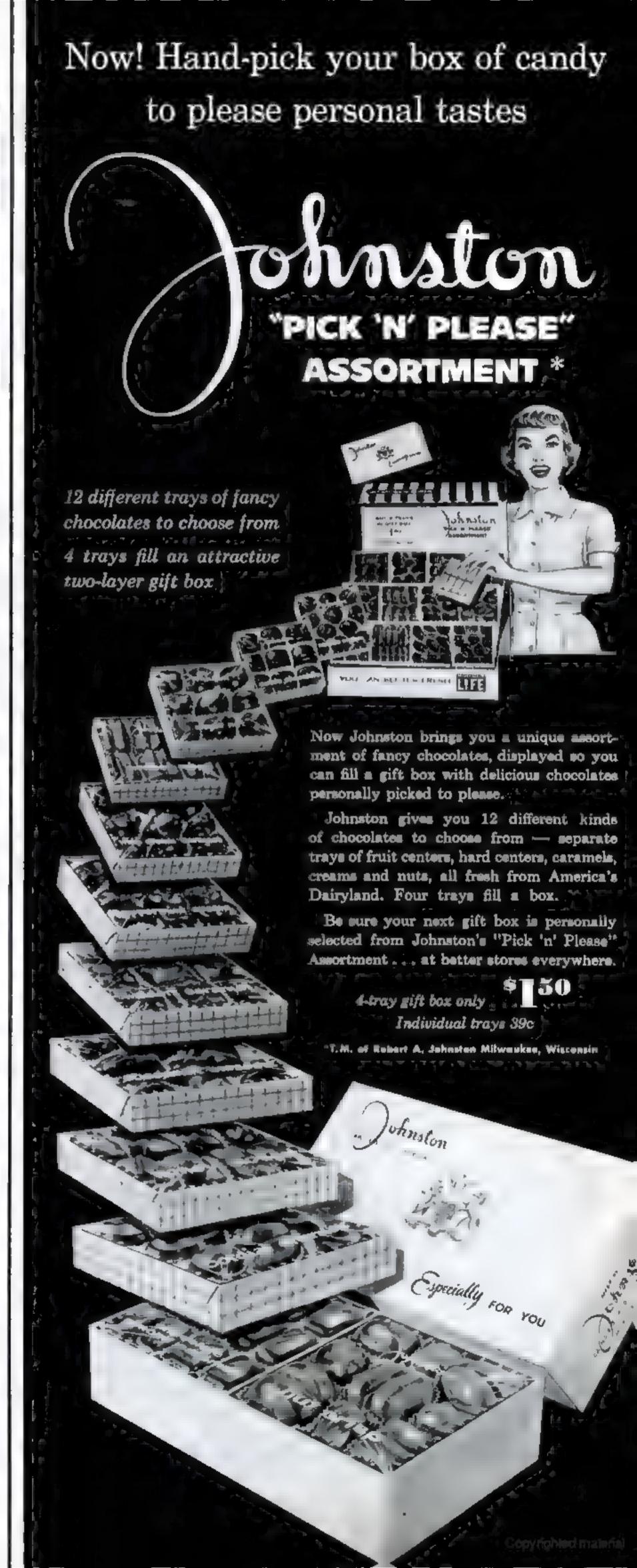


YANKEES' MASTER Law Burdette unleasure his fast ball in the seventh garee. He was tist into critic 52'y insite with pair of shotouts in a Scoos.



JUBILANT BRAVES poor room to real good a leader Mathiew who made the last putout, and tool to the last putout, and tool to the last putout, and tool to the last putout.

CONTINUED





Be ready to capture the magic of Halloween —buy Sylvama flashbulbs this week

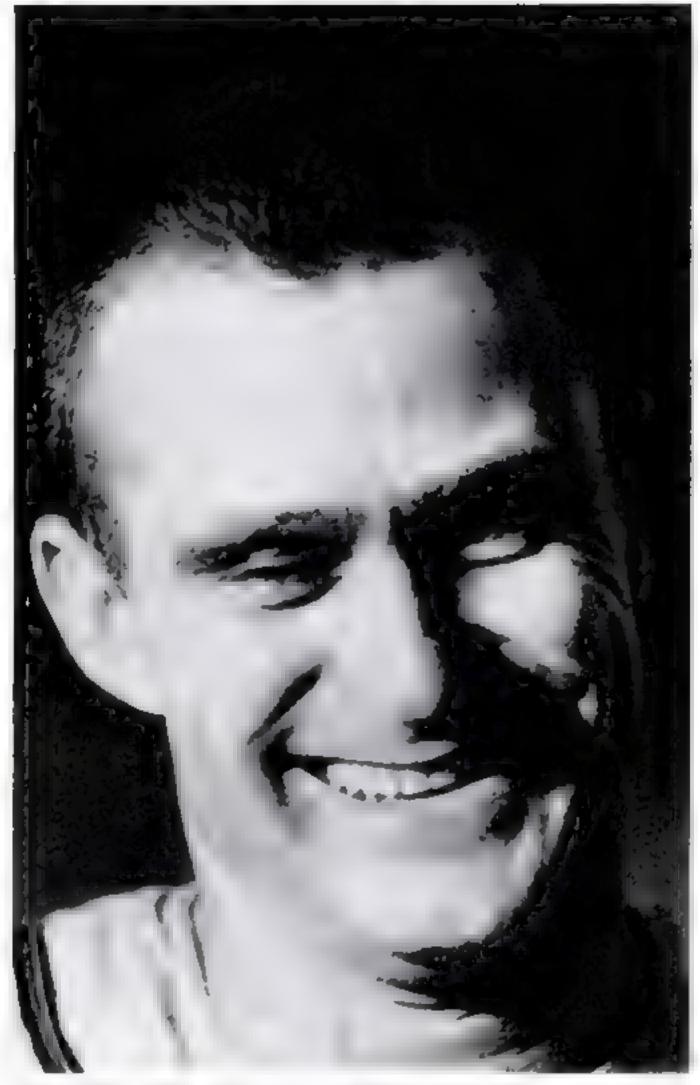
## It's easier to <u>flash a picture</u> than ring a doorbell

With a Press 25 flashbulb on your camera, you get a measured amount of light . . . just right for snapshots . . . any distance from 6 feet to 25 feet! No need to worry about the weather or the sun's changing position. Just aim and press the button—capture a camera-full of memories every time.

Big days are made of little moments—don't let them slip by. Be ready with your camera and plenty of Sylvania Press 25's. First choice with amateurs and professionals alike, they're the world's most popular flashbulbs.

SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York 19, N. Y. LIGHT+NG + RADIO + ELECTRONICS + TELEVISION + ATOMIC ENERGY

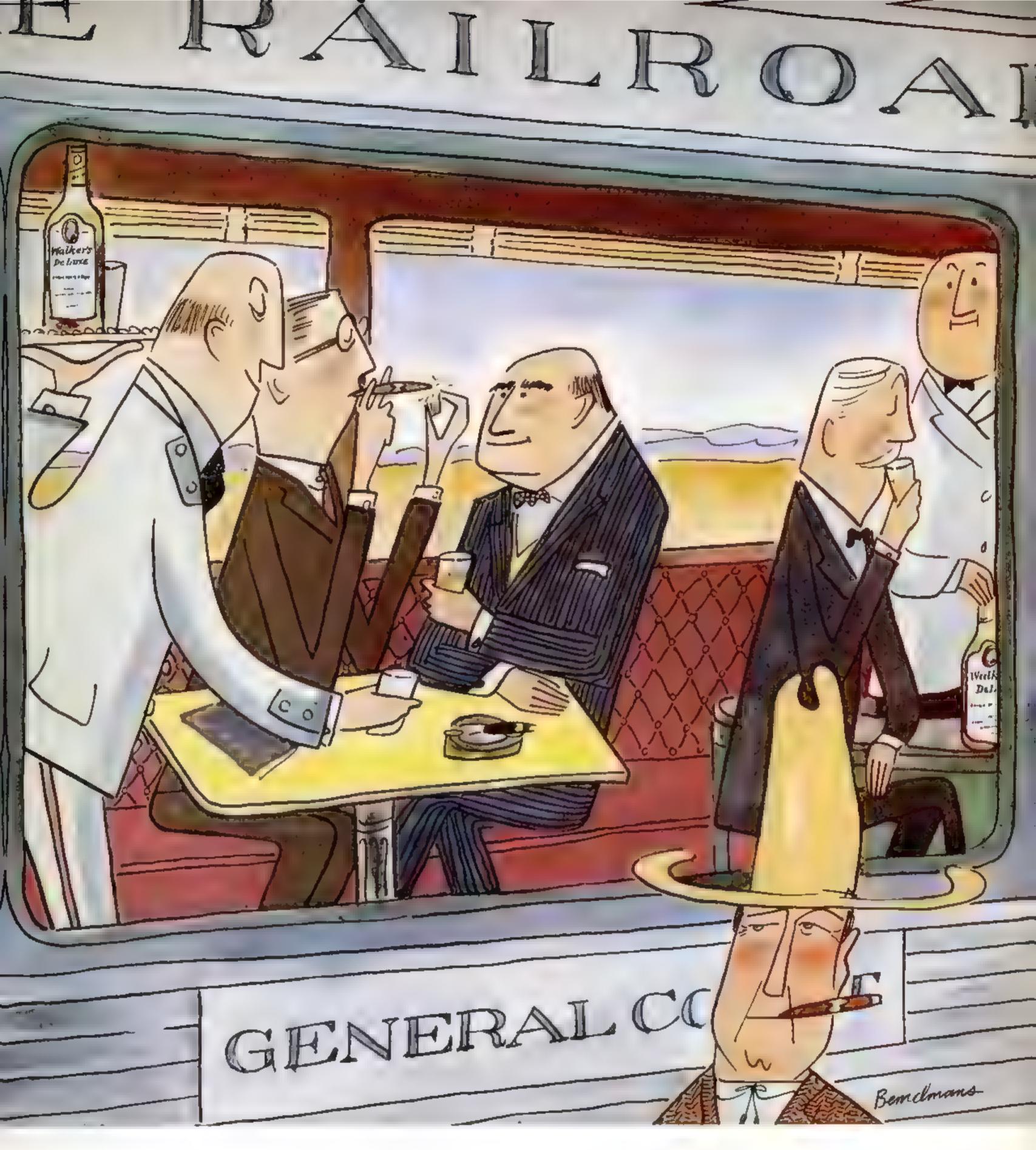




THE HAPPY HERO in New York. Bardette beams after his third victory and his second shutout. All told be pitched 24 successive scoreless immigs.



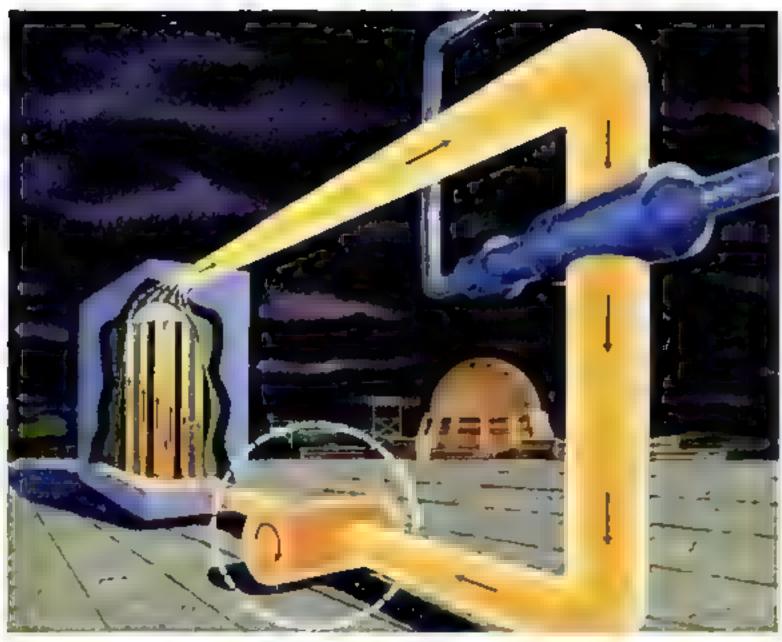
THE FOCUS OF ADMIRATION to Milwaukee Burdette follows his wife through crowd into Wisconsin club where the team held its victory party.



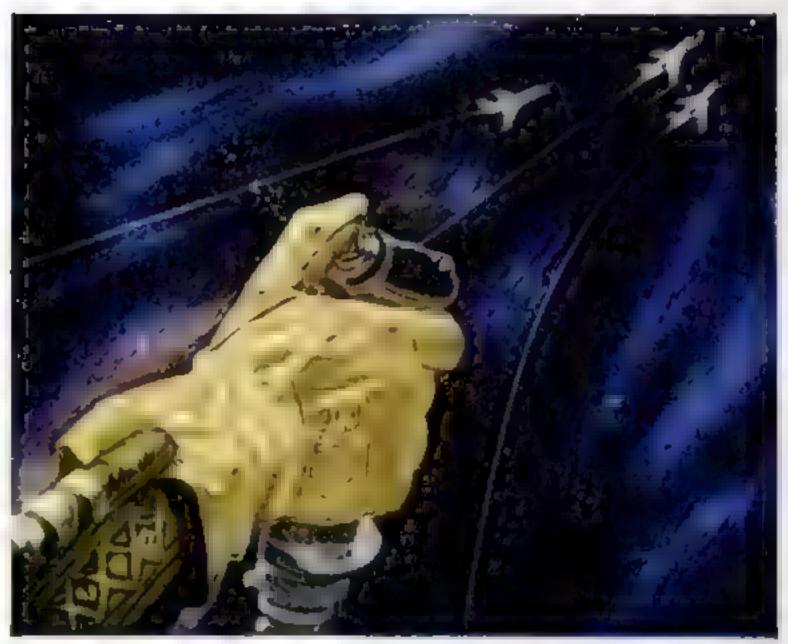
## Agreed! No whiskey anywhere is more deluxe than Walker's DeLuxe

Straight bourbon, of course-7 years smooth-elegant in taste





Pumping the molten metal that puts nuclear power to work! In atomic power plants, the fierce heat of nuclear fission is converted into steam which drives generators to produce electricity. Special pumps made by Borg-Warner extract heat—in one case by forcing molten metal (sodium) through the atomic fires at a 12,000 gallons-per-minute rate! Borg-Warner is a leading maker of nuclear pumps. Almost every reactor in the U.S. has B-W-designed pumping equipment.



Putting 15 tons of muscle in the pilot's fingers at 1000 mpht. At top supersonic speeds, jet plane control surfaces are under such tremendous pressure that no pilot could guide the plane unaided. Borg-Warner gives him extra "muscle" with tiny hydraulic mechanisms of tremendous power. In 5/1000 of a second, they multiply the pilot's ounces of touch into as much as 15 tons of push or pull! Today every type of U.S. military and commercial aircraft uses B-W parts.

## The touch that marks so many of today's exciting advances!

These are but a few examples of Borg-Warner's continuing efforts to "design it

better-make it better." From B-W research

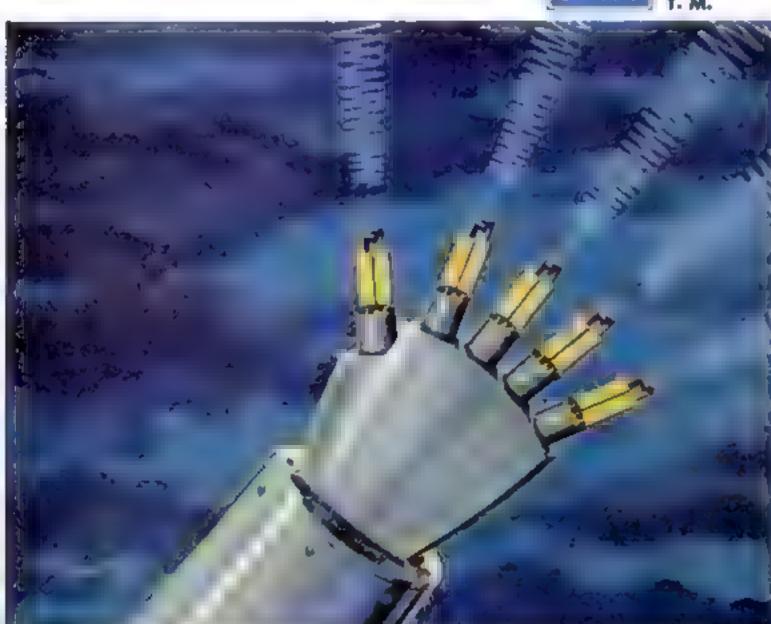
in chemistry, electronics, metallurgy and automation have come dramatic advances in automobiles, aircraft, appliances, building

materials, oil field equipment, air conditioning and farm equipment. Borg-Warner, 310 S. Michigan Avenue, Chicago 4, Illinois.

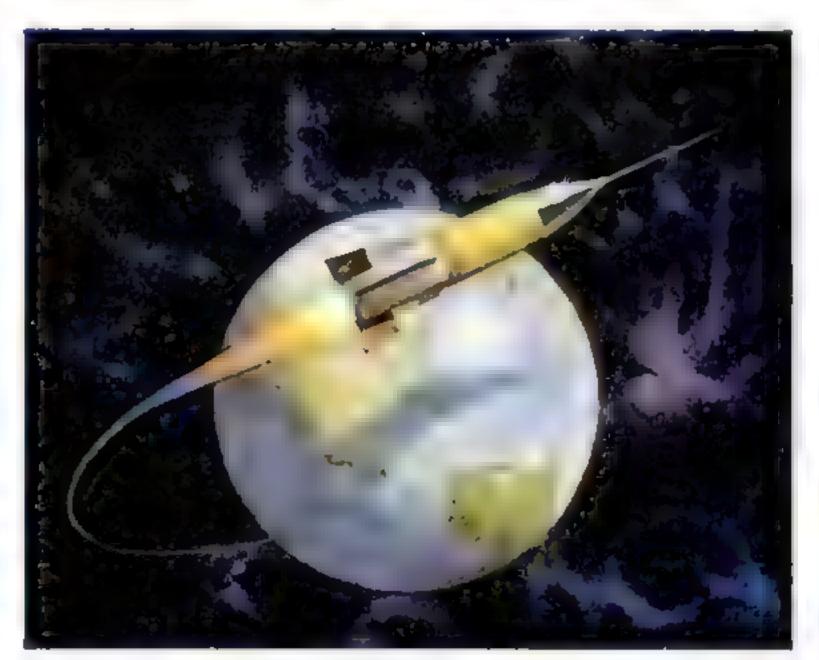
Almost every American benefits every day from the products of



## Borg-Warner



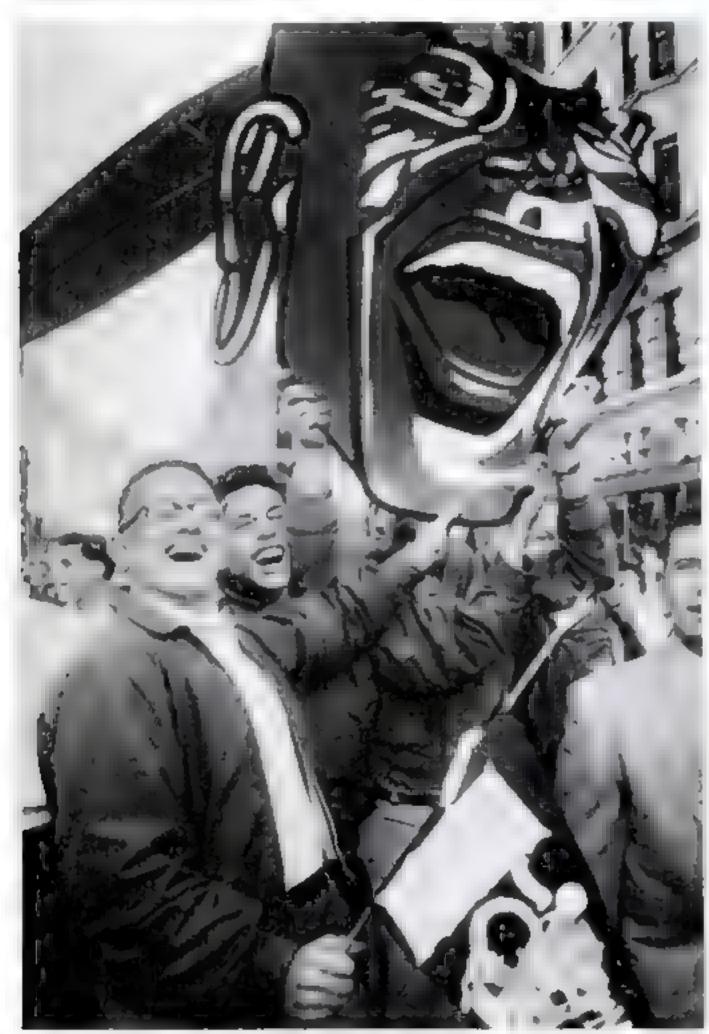
Electronic "fingers" to speed up today's automation! Ingenious automatic mechanisms now direct many manufacturing and processing jobs with little human help. These "robots" have electronic brains, and also a sense of touch that keeps tabs on their work. Finger-size electronic devices are made by Borg-Warner to give this touch. Highly sensitive, they feel even the smallest change in temperature, pressure, velocity . . . report it so the brain can make corrections extra fast.



So it won't miss . . . here's how to jog the memory of a global missile! The accuracy of an intercontinental ballistic missile's flight is determined in the first moments when it roars into the sky. Its electronic brain has full instructions. But it needs reminding, too! Borg-Warner makes an ingenious device to do this . . . to tell instantly if and when any corrections are needed to keep it precisely on course. This is only one of the many B-W mechanisms for today's newest missiles.



CHAMPAGNE TOAST is raised to paraders in Milwaukee by rooter Scotty MacCodden. Police blocked most downtown streets and let the fans take over.



VICTORY SOUVENIR, a cutout of Indian put up as Series decoration, is displayed by young celebrators. City's 400 decorations quickly disappeared.

## SENSATIONAL HOSIERY OFFER

#### CRAIDENBY INSTITUTE

5250 NYLON HOSIERY VALUE TWO PAIR FOR ONLY \$ 100

take the label from any package, can or bottle of Any Cranberry Product

- FRESH CRANBERRIES
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That delicious granberry flavor makes good food taste even better! . . .. brings out the true taste of all MEATS, POULTRY and FISH.

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Buy extra packages of FRESH CRANBERRIES to freeze at home. Enjoy your favorite



Sand a label with ONE DOLLAR to the address on the coupon below. YOU'LL RECEIVE TWO PAIR OF LOVELY NYLONS (Popular beige shode) - 51 gauge, 15 denier.

Fill in this coupon or a facelmile -

YOUR NAME CITY\_\_\_\_\_ZONE STATE .\_\_\_\_ Give slocking size (8 ½ to 11)\_\_\_\_\_ Check length: Short\_\_\_\_ Medium\_\_\_ Long\_\_\_ Mail this coupon with \$1.00 and any granberry tobel for BOR 357, GOFFS FALLS

# IN 20 SECONDS ORA-JEL GU

"TOWN & COUNTRY." Had Teenage SKIN

THY-IN-A-THRE Corp., 3610 Publish Stad. Slopes Sell. Star Sec.

**HOW I GRIN** 

"Pimples drove me crary until I found a new miracle anti-blemish creme. Now I'm

happy," writes Jackie B. of Los Angeles.
Science has at last discovered an amazing new anti-blemush creme that penetrates under the skin to kill harmful pumple bacteria and dissolve infected skin tissue. Thousands who have suffered interest and embarras ment of himbles. itching torture and embarrassment of pimples report assonishing results with a stainless medicated creme called Lanacane. In one case after another irritations were promptly relieved while skip brightened and became alky smooth and soft Ugly skin is beautified at once as flesh-colored Lapacane hides pimples and blemishes while it works. Don't suffer pimple misery soother minute. Get LANACANE today at all druggists.



Twin and double-single and dual control models in popular fabrics from \$19.95. 2 year 100% replacement guarantee.

FOR YOUR BEST ELECTRIC BLANKET AND HEATING PAD VALUES fook for these brand names: Northern, Northern Special, Northern Deluxe, Crestwood, Century, Empress and Laurel-all made by NORTHERN ELECTRIC COMPANY-CHICAGO.

# AIR REPLACES STEEL IN 1958 CAR STRUGS

# and now-you really ride on air

Airide—a completely new kind of car spring, an idea pioneered by Firestone—becomes a reality in the 1958 cars. Metal springs are replaced by pneumatic cushions which give you the brand-new experience, the buoyant feeling, of actually riding on air! And with this luxurious, bump-free, vibration-free comfort, you get new safety, and stability such as you never could find with conventional springs. Carefully measured tests prove

that road shock is reduced by a remarkable 60 percent. Trips made on Airide are far less tiring and, with shocks insulated so effectively, Airide actually lengthens the life of your car. There's no forward "dive" when you stop. There's no "tail drag" when you load up the luggage compartment. Emply or loaded, the car is automatically self-leveling. It's not like riding on air—it IS riding on air!

#### The greatest ride advance since the balloon tire by Firestone

OU'LL get the surprise of your life when you test Airide! Jarring bumps that you have always desperately tried to avoid seem to vanish in thin air. And indeed, air is the secret of this revolutionary development.

Pleasant surprises start from the moment you are seated in a 1958 car equipped with Airide springs. As you step inside, Airide adjusts your car to your added weight and that of each passenger. Load in your heavy luggage and note how Airide keeps your car on even keel despite uneven loading.

Take off with a flying start and appreciate

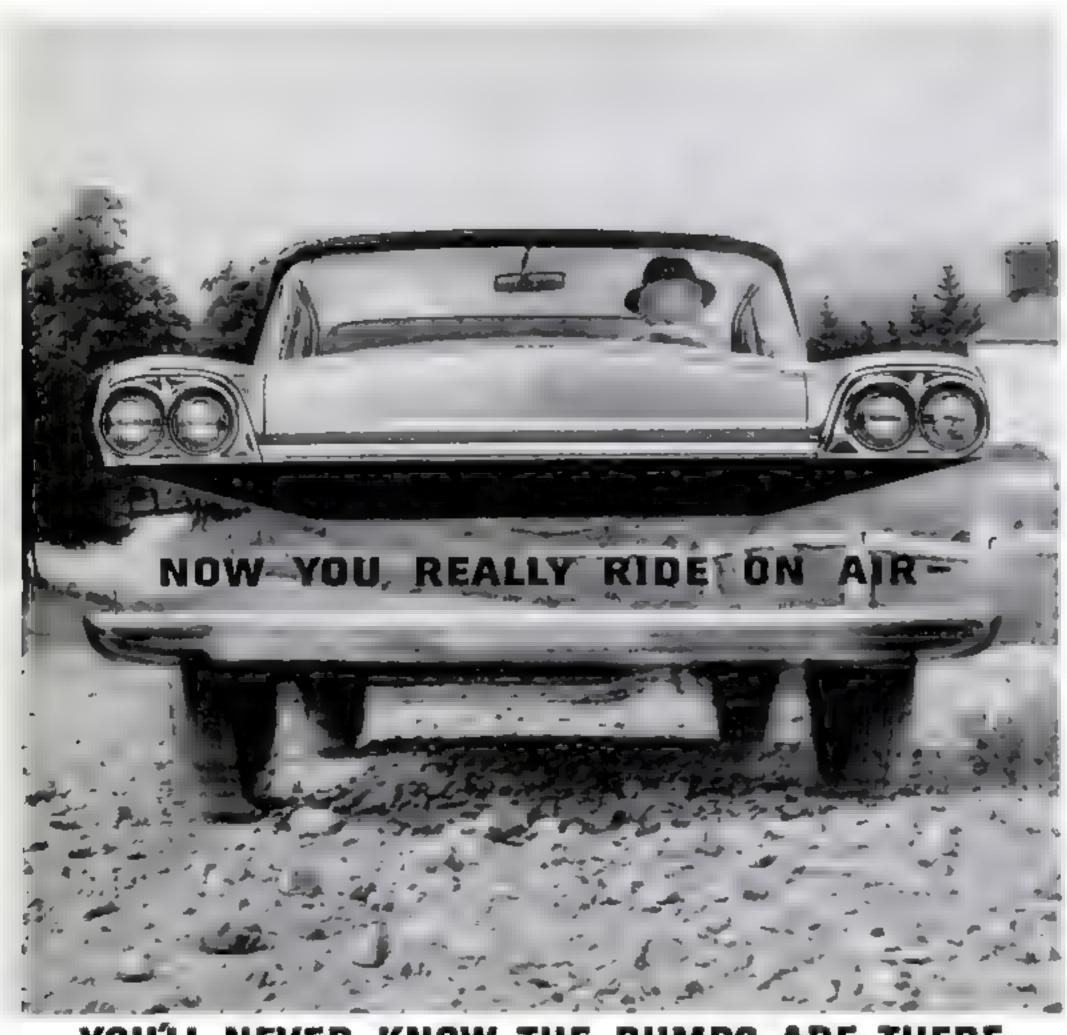
"feel" to driving, the exhilarating sensation of airy buoyancy. Take an unpaved road and look for the worst bumps—the kind that used to "bottom" your car against the axles. Airide swallows the shock—and lets your car roll smoothly on with never an afterbounce.

Head next for a stretch of pavement—the kind of road on which you do most of your driving. You'll find riding is noticeably quieter—with even the normal road ripples soaked up in a cushion of air. There's no fatiguing high-frequency vibration. You reach an intersection and stop suddenly. There's

no forward "dive." You feel more secure on tight curves and corners, too.

Your first Airide will be nothing short of a revelation. That's because this new kind of riding—on air—is something you have to experience to believe! And Airide advantages extend even beyond riding comfort and car control. Airide actually outlasts all types of metal springs. Carefully kept maintenance records show that airsprings give as much as 700.000 miles of use with only negligible wear in giant passenger buses.

For the past four years, many of our largest truck and bus companies have used airspring



YOU'LL NEVER KNOW THE BUMPS ARE THERE

Air separates you, in the "upper car," from the bump-taking chassis below, as this representation graphically shows.

suspensions—found them virtually foolproof and easy to service. To quote one report: "It is our definite conclusion that airsprings save wear and tear on buses. Road shock is not transmitted to coach bodies as is the case with steel springs."

What makes Airide so effective? The simple fact that it's an adaptable system—one that automatically adjusts itself to meet every demand. Each of the four rubber cushions that float the "upper car" over the axles works independently. Each rubberized nylon air cushion calls on its own outside supply

of additional compressed air as bumps from below or added weight from above begin to flatten it out.

Airide literally "breathes." It inhales to resist compression, exhales to recover. This feature, combined with the natural cushioning advantages of rubber and air, makes Airide the most anticipated, most wanted equipment on 1958 passenger cars.

Arrange a revelation ride with your new car dealer soon. Learn why Airide by Firestone will make 1958 an automotive year for you to remember.

Logaright 1955. The Firestone Tire & Rubber Co.

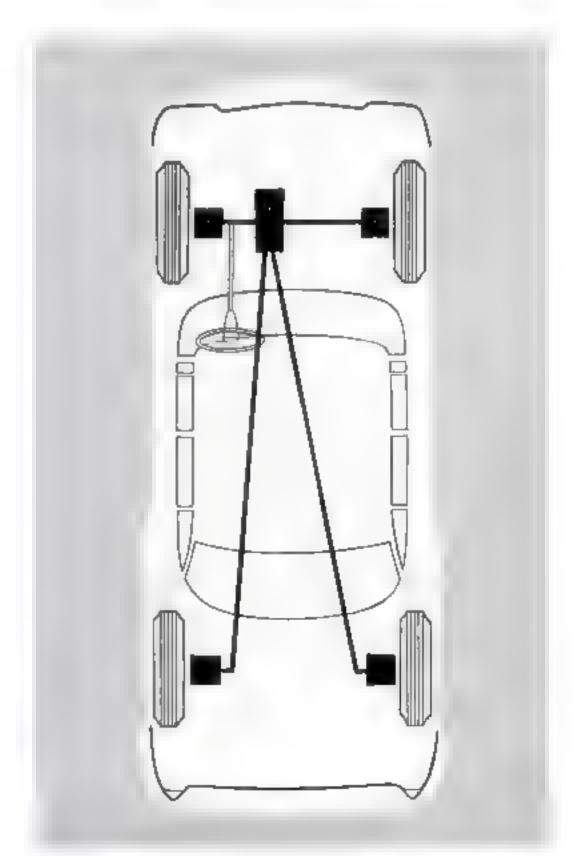




500,000,000 miles of use in buses and trucks prove airsprings outlast conventional springs by hundreds of thousands of miles.



Airde adjusts to every change in weight or location of load—maintains constant road clearance and level ride-platform always.



Airide cushions, filled with air, absorb shocks at each wheel. Additional air is taken as needed from supply tank.

Enjoy the Voice of Firestone on ABC television every Monday evening.



#### **FASHION**

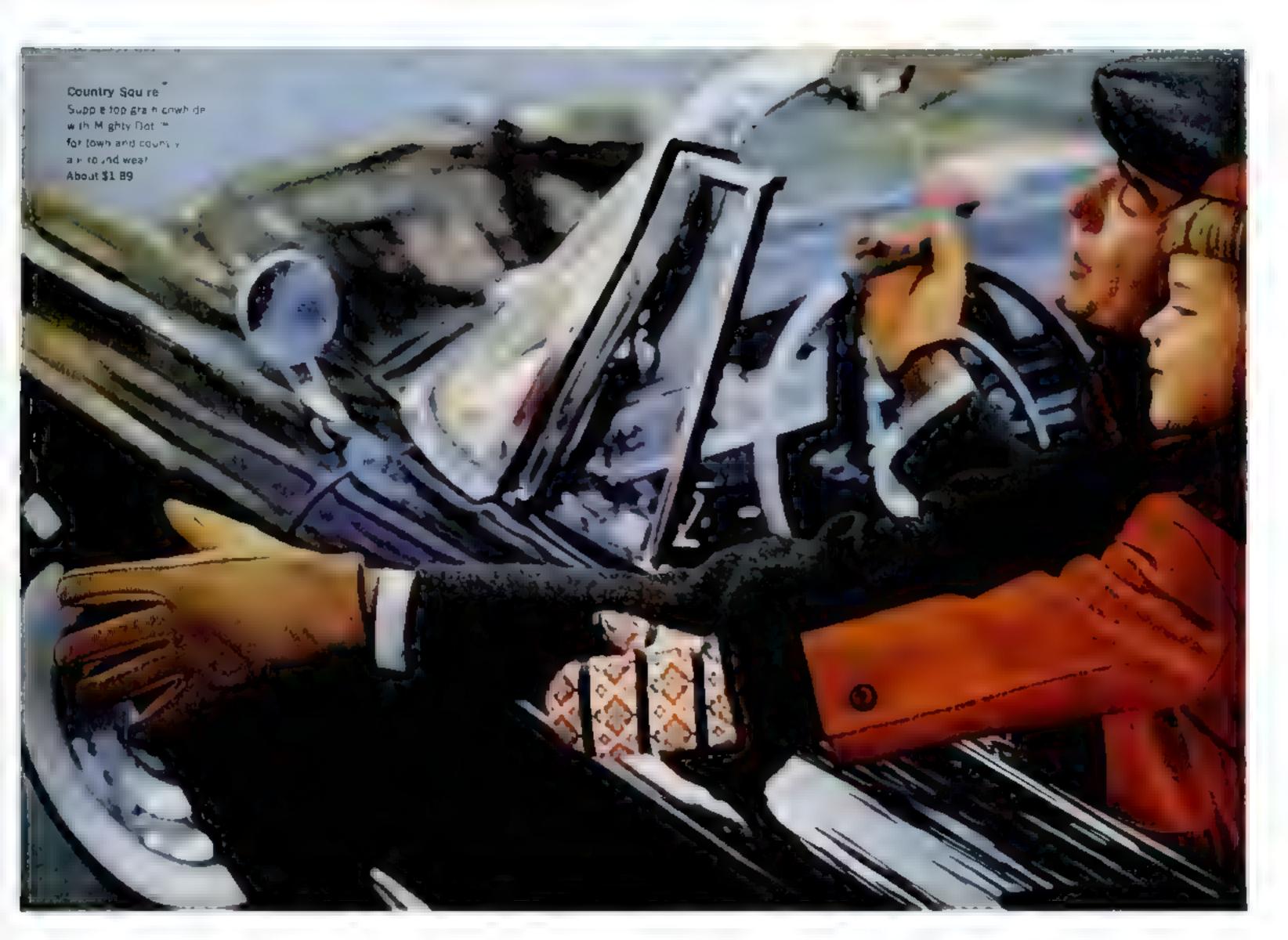


AS A CAR COAP the hear (Sportowne, \$100) a

# BOGUS BEARSKIN

In the world of furs, warskin has been pre ty well limited to serving as a background for natis bettoned babies of a generation ago. A woon the heels of man made tars such as mink and beaver (FIFE, Dec. 5, 1955), made per mar has arrived as a useful fishion for ladies of more advanced ages. In a season where realong faced furs are newly popular tasse coles are stylishly milky. But becase they are made of a 100% synthetic fabric developed by Prince. ton Knitting Mills, they are gatwagl tas well as warm and can be washed by mac not be though polar near coats are primar by intended for sports wear, they look well over simile suits in town, can double as the shaggiest batter robe in years (at left) and would be dramatto to say the least, wer a sheath for evening

AS A BATHRORE, the coat of lay in a warm in despisoly practicion is a an browashed to such in



# Long-wearing gloves with a dress-up look

You've never seen such handsome styling, so many attractive colors and patterns, in gloves that are made for hard long wear. So smart you'd think they were made just to look at...and you'll really be amazed at the low prices too! That's why you'll be seeing Riegel gloves for all the family...everywhere. You'll like them!



Sold in leading stores everywhere; write for names in vour area.

Glove Division, Riegel Textile Corporation, Conover, North Carolina

Over fin, Regel Produ . Cotto C Berard Fabrus Embraseed Provinces.

Injunts Knitueur, Loupers, Crib Sheets, Balm Bunkets, Industrial Work Cloves.



The 58 cars in new

compare brilliance of Du Pont ' Laute' Lacquer fosts with what ered appearance of conventional rish above ofter both cars are port as as the within more care than on more was mag "Lu me Lacquer is not only more dina big but ilso far caser to quant'





BETTER TH GGS FOR RETTER V 4G



# Du Pont LUCITE Lacquer

You'll thrill to color so deep you can "see into" it—and this finish keeps its showroom brilliance three times longer!

When the '58 cars are unveiled, you'll see many styled in startlingly beautiful colors. Easier to care for than any previously known finish, new Du Pont "Lucite" Acrylic Lacquer achieves dramatic new hues with metallic powders and pigments that sparkle in a diamond-clear "Lucite" base. The color effects are so rich and exciting you'll have to see them to appreciate what happens. It's like looking into a pool of liquid color and seeing the subtle changes from pastels to

deeper values. And whether in the new metallics, or in traditional colors, Du Pont "Lucite" Lacquer is so durable it stays bright and beautiful three times longer than the best conventional finishes. Water rolls off . . . dirt slides off the jewel-smooth surface. So it is easier to clean and stays clean longer. You'll want this remarkable new finish on your new car. Look for the many makes and models that will be available in Du Pont "Lucite."



GUARANTEED BECAUSE Trained Snow Crop Quality

Inspectors like H. D. Harding . . .

Check and double-check every batch of Snow Crop frozen vegetubies from field to freezer for cofor, size, texture and flovor.



They reject any vegetables that don't measure up to or surpass Snow Crop's rigid Top-of-the-Crop standards.



That's why Snow Crop is able to guarantee you a perfect package every time—or double your money back!

you've ever tasted, send the wrapper showing the price you paid together with your name and address to: Snow Crop, Box 89, New York 13, N. Y. We'll mail you back double the purchase price.



AT AN UPPERCLASSMAN'S TRUCULENT COMMAND, A GROUP OF MUHLENBERG COLDS RAISE THEIR CAPS AND TREMULOUSLY CHANT COLLEGE SONG

# Sound of Girlish Voices Strikes a New Note at Muhlenberg

For the students of Muhlenberg College in Allentown, Pa , the traditional pleasures of hazing had a special tang this tall. For the first time since the Lutheran men's college was founded a hundred and nine years ago there were girls in the student body—over a hundred of them in the incoming class of 305. Muhlenberg, the last holdout among the nation's 30 Lutheran liberal arts colleges, decided to turn coed after the church promised to raise \$1.5 million to finance the change.

A student committee had ruled that the girls were not

to be spared the rigors of hazing. Every day from dawn to dusk prowling upperclassmen gleefully ordered nervous coeds to shout out college cheers and songs ("Put on your old gray bonnet with Muhlenberg upon it ..."). Poor memory or outraged back talk merely brought the offenders before the Freshman Tribunal which dealt out humiliating penalties. But the girls turned out to be so diplomatic and decorative that the sternest bastions of Muhlenberg masculinity crumbled, and even aloof upper-classmen quickly began to fraternize with the lowly frosh

## Taunts, Tears, Humiliation . . .



ON CARPET for breaking rules, Lyn Frere (left). Carol Coolidge try to keep upper hip stiff before

Freshman Tribunal To taunt, "Don't you ever smile?" Carol retorted, "I save it for weekends "



CLOSE TO TEARS after relentless heckling, Carof and Lyn await sentence outside tribunal door,

SERVING SENTENCE (helaw), Lyn and Carol help scrub statue of General "Pete" Muhlenberg





# COEDS PICK UP LITTER THEN THEY STRAIGHTEN! D BENT GRASS BLADES

## ... A Little Back Talk



"WHADDYA EXPECT, PERFECTION" protests Ide Diaz, when Bob Hervey scolds her for forgetting "M" Book, which freshmen must always carry.



"YOU BE CIVIL," roars Hervey, "or you'll wear your clothes backward for a week." Replies Ida (below) with a drop-dead look, "Yes, Mr, Hervey."



MUHLENBERG CONTINUED

# A Few Smiles and Then the Big Thaw



LONE GIRL. Taimi Toffer, a transfer from Cedar Crest Codege, sits in all-mate chemistry class.



TIGHT SQUEEZE results when friendly male students pile into a freshman's car for a joy ride.



RETURNING A COMPLIMENT, girls sing Tell Me Why during candlelight serenade in front of

men's dormitory. A week earlier Sigma Phi Epsilon had screnaded girls in front of women's dorm.



TENTATIVE ACQUAINTANCE is struck up by Irmgard Engelhard, sophomore Ralph Borneman.





Workmen weld the giant reactor container (foreground) and construct the power building (background) at the Dresden, Ill., atomic-electric plant. Commonwealth Edison Company, 6 other electric companies and their equipment makers are developing this project.

# New power plants to produce electricity

These photographs show various stages in the development of some of the exciting new atomic-electric power plant projects.

These three, and others like them, are being developed by a number of independent electric light and power companies and their equipment manufacturers, and with the cooperation of the U.S. Atomic Energy Commission.

Such pioneering plants will produce electricity for thousands of homes, farms and businesses. And more than that, they will help develop a whole new science. Building and operating them will provide the knowledge and experience for even more efficient atomic-electric plants in the future.

The independent electric light and power companies have helped bring this nation the best and most up-to-date electric service in the world. You can count on them to help develop the best ways to put the atom to work making electricity for America.

# America's Independent



The new atomic reactor (left) and electric generator building (right) at a developmental atomic-electric plant near Pleasanton, Calif. The reactor was built by the General Electric Company; the electric power plant by the Pacific Gas & Electric Company.

# from the atom

Engineers inspect a complicated atomic fuel assembly — the kind being built for the Yankee Atomic Electric plant at Rowe, Mass. Twelve New England electric companies, a number of equipment makers and the AEC are working together on this project.



# Electric Light and Power Companies\*

\*Company names on request through this magazine,

# FICTION BY A GOVERNOR



# ON A ROWDY CAMPAIGN



In an excerpt from a Chief Executive's comic novel, a tavern free-for-all and last-minute courtroom turnabout propel hapless candidate to victory



THE AUTHOR

Next week Harcourt, Brace and Company will publish a comic political novel entitled Let George Do It! The author, listed as "John Foster," is really Foster Furcolo, governor of Massachusetts, Furcolo had hoped to keep his identity secret, but rumors made this impossible.

The book is narrated by Peter Martin, who is prevailed upon by a glib friend, George Clancy, to run for the state legislature. George's ingenious maneuverings, particularly his appeals to racial groupswhich Furcolo hopes will prompt readers to vow never to "let George do it"-are demonstrated in the following selection, which begins with an evening's campaigning in the company of a fellow candidate.

by FOSTER FURCOLO

THE night we went out campaigning with Congressman-to-Be Don Billings was one of the high spots of the whole darn thing, in my opinion. I got to admit right now that Mr. Billings is a very nice man, but if all Congressmen are like him, I do not wonder that nothing ever gets done in Washington.

I do not see why Mr. Billings is going to help us out and George says: "He doesn't know he's going to help us. He thinks we're helping him. I told him we would take him into our stronghold and get him some votes." "What is our stronghold?" Joe asks him, "If we got one, I don't know where it is," George answers. "But we can't tell Billings that."

We all start off in Mr. Billings' car. "You got some cards, Don?" George is asking Mr. Billings. "Give some to my friends here—a handful apiece." My friends Joe and Eddie and I each take a bunch of them. "Now here's what we do," says George to Mr. Billings. "When we go in a place, you stand at the end of the bar and tell the bartender to give the boys a drink. Then we will go and pass the cards around and tell them who is buying the drinks for them."

We land in the first cafe and, like George says, Mr. Billings goes in and stands at the end of the bar. "Give the boys a drink," says Mr. Billings, and lays down a \$10 bill.

"Excuse me," says George. "I must go to the men's room." He grabs me and Joe and Eddie by the arm. "Come on." We are hustled into the men's room. "Here, give me

Governor of Massachusetts

those," George says, and grabs the Billings cards out of our hands. He throws them under the sink and then draws out some of my cards which say "vote for peter MAR-TIN." "There, you dopes, there. Just put one in everybody's pocket and tell them to have a drink on this guy and not to forget to give him a vote."

I and Joe and Eddie look at each other and then we stare at George. Joe finally speaks. "George," he says, and reaches out to shake his hand, "George, whatever I have thought of you at times I take back now. You are

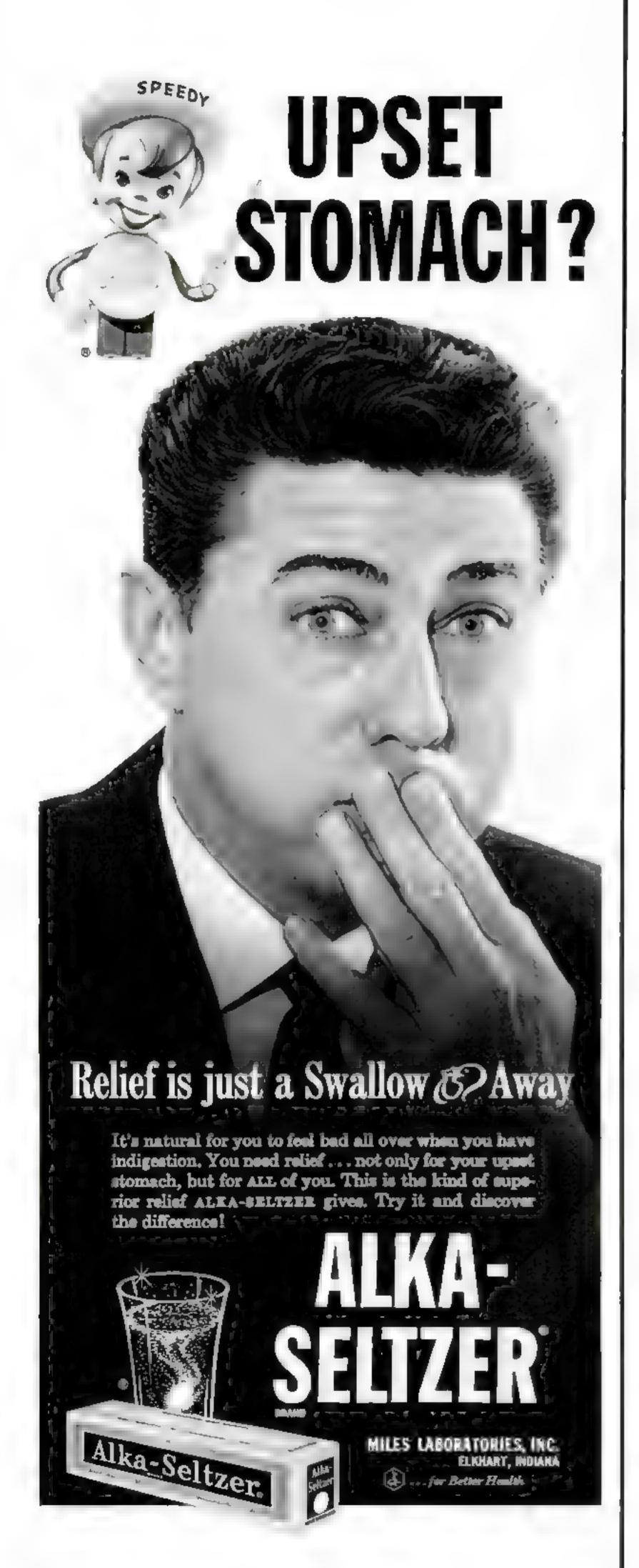
practically a genius."

Before we were through that night we must of put at least 300 cards in pockets of people. Every time we put the card in a guy's pocket we'd tell him to have a drink and then not to forget to vote. Then we'd say okay to Mr. Billings, who was at the end of the bar. The Congressman always raised his glass and said, "Best of luck, boys." He was all smiles and was greatly pleased with the way George had arranged things.

We got to the last tayern at about a quarter of 12 and who do we bump into but my old friend Flanagan the drunk, who has always been enthusiastic for me but who thinks I am another candidate named Murphy. He is sitting at the bar plastered to the gills, trying to make the bartender give him another drink. He is still talking about my opponent Murphy.

"Yes," he is telling the bartender, "as soon

CONTINUED





#### ROWDY CAMPAIGN CONTINUED

as my friend Murphy's elected representative I'll have him pass a law making you bartenders serve decent citizens who believe in the principles of the American Constitution. My friend Murphy will insist that a new amendment be passed so that in addition to freedom of religion, freedom of speech, and freedom of thought, there will also be the new freedom—the freedom of drink," he roars, pounding the bar with a big hairy fist.

I think then he must have recognized me, for he squints at me a second, then comes over and throws his arms around my neck.

"Hooray for Murphy," he starts hollering at the top of his voice. Somebody tries to pull him off my neck and there is a lot of noise and confusion. The first thing I know, a fellow in a white apron has old Flanagan by the back of the neck and the seat of the pants. "Outside, bum, outside," he is saying. It is the bartender. A young fellow standing there with a couple of other guys didn't like it. "Leave the guy alone," he warns the bartender. I turn around to say something to George and just going out the front door rather hurriedly is Mr. Billings. As later events proved, the Congressmen is a man of unerring instinct and good judgment.

"Where's he going?" I ask George, and then I hear a wallop. All of a sudden I am in the midst of a fight. It is swirling all around me and over me and even under me because somehow or other I get tripped up and land on somebody on the floor. It is the bartender I am on, and under the bartender is old Flanagan, He is hollering, "Sock him, Representative. Hit him a good

one for Ireland."

It is certainly a swell brawl while it lasts, and I think everybody in that darn tavern got into it somehow or other. When the cops finally get there—which wasn't long after it started—the joint is practically wrecked. As the police come rushing in I feel a wave of relief. "Boy," I say to myself, "I'm glad they came." I didn't know it, but I spoke too soon. I find that out a minute later, when I try to leave. A big bluecoat blocks my way. "Oh," he says, smiling at me, "you want to get out. Well. you will." He points to the fellows lying on the floor. "Just as soon as they come to we'll all be going," he tells me.

Have you ever spent a night in jail? Well, neither had I. But George and I were there until five o'clock in the morning. Then Joe and Eddie, who had escaped from the tavern before the cops arrived, bailed us out. On the way out we learned the charges against us: "Clancy, breach of the peace. Bail \$100 dollars. Martin, breach of the peace, assault and battery, and destruction of prop-

erty. Bail \$500."

While we are having breakfast at an all-night cafeteria, a newsboy comes in with the morning sheet. I take one look and groan. Square on the front page it is and also right on the front page is a picture of the Busy Bee Tavern—or what is left of it. Next to the picture the headline says, "Busy Bee Scene of Midnight Battle." Under that—in smaller print, but not much smaller it says: "Candidate for Representative Involved in Tavern Brawl." I feel as though I been hit with something cold and wet and heavy and hard. The story below it is no comfort either. It tells how I





BARROOM BEDLAM (left) engolfs the Busy Bee, damaging both patrons and furniture. Next morning, sitting in a cafeteria (above), Peter Martin at left looks over George's shoulder to grasp the full horror of the incident as reported in the early editions. Joe and Eddie are equally glom as they scan other copies of the paper.

am the "instigator" of the whole thing. George knits his brows together. "There's something funny about this whole thing and I'm going to find out what it is."

It was just about five cups of coffee later that George comes back and his feet are dragging. He sits down very wearily. "I'll hand you the story," he says. "Who do you think puts the finger on Pete?" he asks us. "It's that Irish drunk Flanagan, that's who it is. How do you like it? He told the cops that Pete started every-

thing and wrecked the whole place."

Well, I can see how it could have happened. You remember that when he came in Flanagan was insisting that the bartender serve him another drink and the bartender wouldn't? And how Flanagan kept telling the bartender that if his friend the Representative was there the Representative would make them serve him a drink? Well, somehow or other he thinks that I had got mad at the bartender for not serving him and that I had proceeded to clean the place out. The way he's got it I'm his hero and he's praising me to the cops—at least, he thinks he's praising me. "The Representative," he keeps telling the cops, "God save the Representative."

Well, now we know how it was but it don't help us much. We're still in the jam, "What'll we do?" I asks George. "The first thing," he says, "is this. Get Flanagan out as soon as possible and hang on to him. Just wait outside the clink and get him as soon as they release him. They'll just hold him till he sobers up " "We'll get him," says Joe, "but what'll we do with him after we get him?" "That," says George, "is what I got to figure out." He turns to me. "In the meantime, Pete, you better go home and hit the hay. I'll figure something out and then I'll hand you the answer."

#### We talk to the lawyer

ATE that afternoon George gets me on the telephone. He is down at Jack Bradford's office and wants me to go down. Bradford is our lawyer. I pick up Eddie and Joe on the corner and we all go down and wait in the waiting room for maybe two hours.

Who do you think finally comes out of Mr. Bradford's private office? Flanagan the drunk. He looks at me but don't even say hello or anything. I think the only time he knows me is when he is drunk. He keeps walking right out, and some young guy is following him. Then Mr. Bradford calls us in.

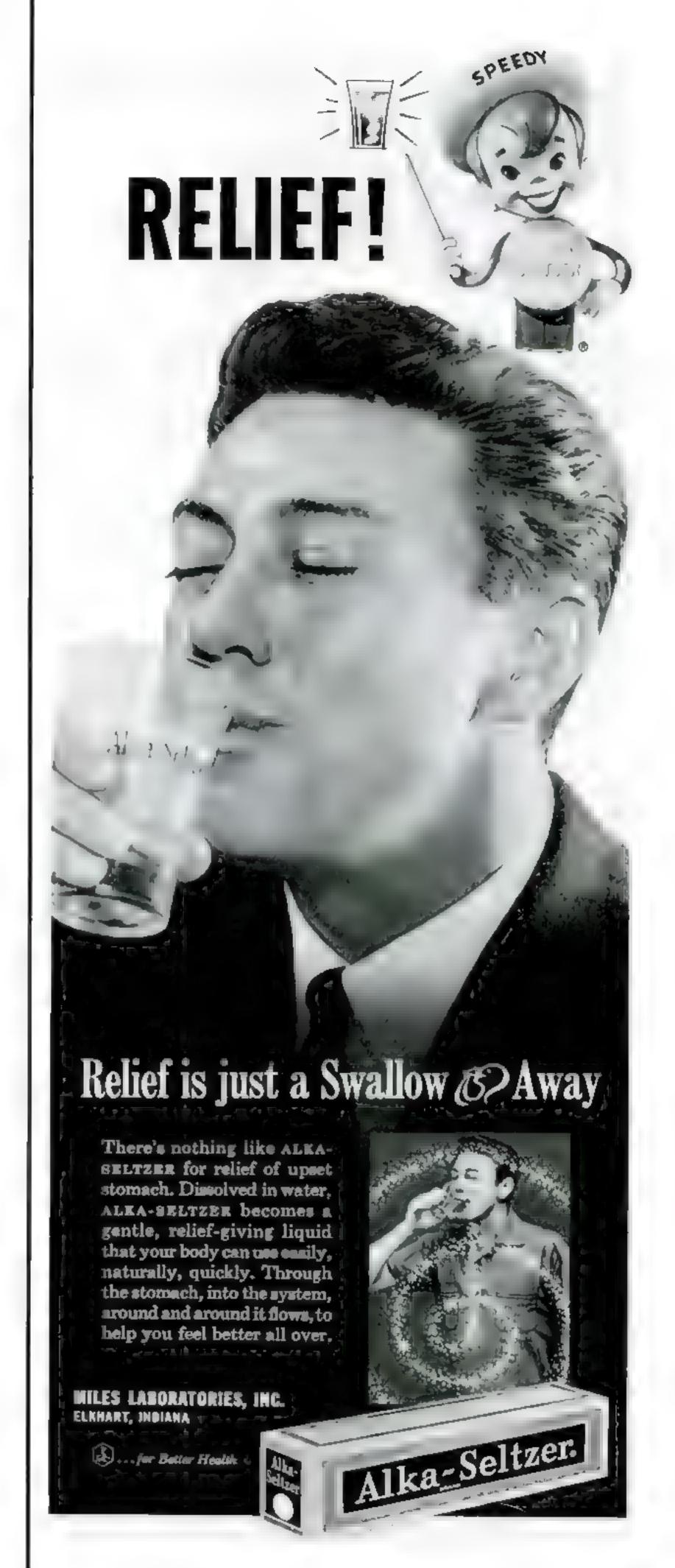
"Sit down boys," he says to us, and then he sits down at his desk. Right away he puts on his lawyer's look and starts rubbing his chin. "Pete, you're in quite a jam," he finally announces.

Well now, as you know, I didn't go to no law school or anything like that, but I already know I am in quite a jam. But I have to be polite because, after all, Mr. Bradford is a lawyer and he is also quite a big shot in town. So I says, "Yes, I guess I am."

George is sitting in the corner with his hat on, puffing on his cigar. George sees me looking at him and tells me, "Jack is going

to help you out all he can,"

Mr. Bradford cleared his throat. "Mr. Flanagan," he says very dignified-like, "is sorry about what happened. He feels penitent to think he should have caused any embarrassment to Pete."





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UNEXPECTED APPEARANCE of Floragan (left) cockily coming out of lawyer's other surprises Martin (right) waiting in anterior with his friends.

#### ROWDY CAMPAIGN CONTINUED

Well, if that doesn't take the cake, I don't know what does. Here I am right smack in the middle of the bag because that drunk Flanagan had to go shooting his mouth off about something he didn't know anything about and my own lawyer is sticking up for him.

Joe must have been thinking the same thing, "Say," Joe says to Mr. Bradford, "whose lawyer are you, anyway?" "He's Pete's lawyer," says George, "Pete's lawyer and nobody else's. And what's more," he says, standing up and walking to the middle of the room, "he's going to get Pete out of this."

Boy, I feel good when he says that, "Yes?" I says to Mr. Bradford, He beams, "Yes," he replies, and I never had a better feeling in my life. Then he stops beaming and adds: "If it's possible."

Then Joe turns to George, "Well, mastermind," he says, sort

of sarcastic-like. "how does Pete get out of this one?"

"I'll hand you the story," he begins, "This Judge Parker, who has your case, don't like liquor. So, when the case comes up to-morrow, all Pete has got to say is that he had nothing to drink because he does not approve of liquor. Then the judge will think a lot of Pete because everybody else in the joint was stewed and Pete was the only sober one there. Jack can make all the witnesses admit Pete was sober. Can't you, Jack?" he asks him. "Undoubtedly." says Mr. Bradford. I wait a second and, sure enough, he adds: "I should think." I groans to myself. "You see?" George says to me, "That's all there is to it."

To say that I am doubtful is an understatement. "Yes, George," I points out, "but what am I doing in such a place? And what about the fight?" George waves it off. "What fight?" he says.

I think my mouth must have dropped open because George was saying: "Well, what are you so surprised about? Did you do anything wrong? Can you help it if there's a fight? You can protect yourself, can't you? Self-defense is legal, ain't it?"

Mr. Bradford interrupts him. "Listen, boys," he says, "it's getting very late and we have to be up early tomorrow morning to be in court. Don't forget," he says, smiling like he imagines it very friendly, "the case of the People versus Peter Martin is coming up at nine o'clock and Judge Parker is very particular about promptness. We don't want to get off on the wrong foot with him." I groaned.

#### 'The People versus Peter Martin'

THE clerk of the court says in a voice that everybody can hear, "For trial, the People versus Peter Martin." I shrink down in my seat and try to make myself as small as possible. Then the clerk is saying, "All prosecution witnesses stand up to be sworn." It looks to me like half the courtroom is getting up. There are five or six cops, a couple of dames and three fellows who'd been in that darn Busy Bee place and—I rub my eyes—yes, it is Flanagan the drunk. "That no-good stewbum," Joe says to George, "he's a prosecution witness. I thought you said he was all right. What kind of a frame-up is this, anyway? What's going on here?" Before George can answer, some guy they call the bailiff is rapping a gavel. "Quiet in the court," he hollers, and he's looking right at us.

The clerk has all the witnesses raise their hands and then he is saying, "You all swear to tell the truth, the whole truth,

CONTINUED

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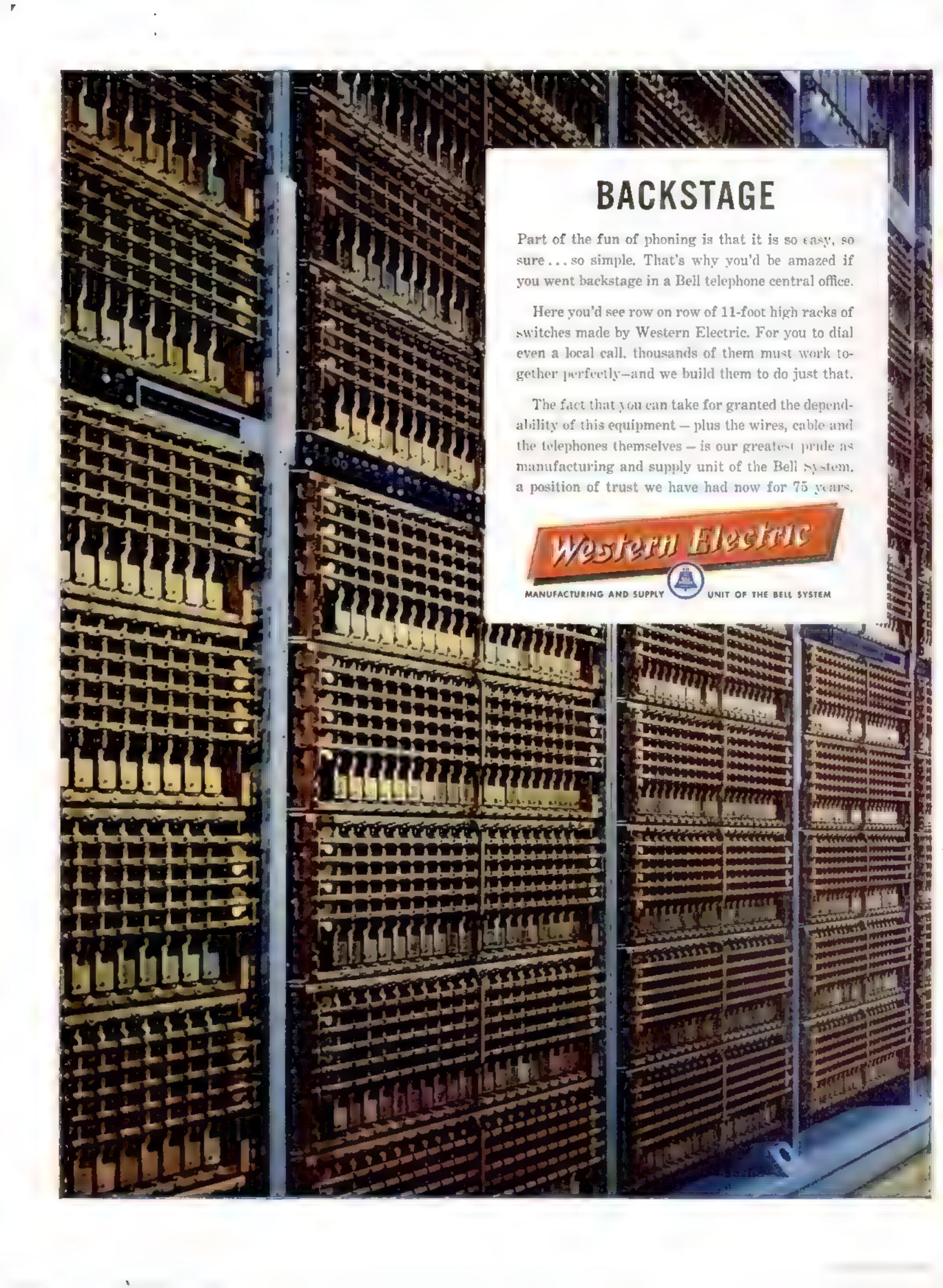
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PROSECUTION WITNESSES are sworn in. They include Flanagan (in front, second from right), who answers with others, adds, "So help me God."

#### ROWDY CAMPAIGN CONTINUED

and nothing but the truth, so help you God?" They all nod their heads except Flanagan, and he has to say after the clerk, "So help me God."

Then the clerk says, "The defendant will step forward." George nudges me and I have to walk down to the front and sit at a table next to Mr. Bradford. I feel awful self-conscious and I must be plenty red because my face feels like it's burning. I tell you I don't feel very much like a candidate for Representative right then.

The judge is a little dried-up old guy who looks like he never even been near a place where they sell anything to drink.

I whisper to Mr. Bradford: "He looks very tough to me," Mr. Bradford smiles very comfortingly—at least, I guess he thinks it's comforting. "A very fine old gentleman, according to some people," he says, "whereas a lot of others call him Old Bluenose."

Well, we start the case. The prosecutor gets up and makes a speech. "Your Honor," he says, "the People will show that this defendant went into a place of business that was being conducted in a quiet and orderly fashion until his entrance. Then, less than five minutes after he entered, he proceeded to assault the bartender without any. . . ." The judge's head comes up with a jerk, and he interrupts him with a bark: "Did you say bartender?" "Yes, Your Honor," says the prosecutor. The judge glares at me. Then he speaks to the prosecutor again. "This assault occurred in a place that dispenses liquor?" "Yes, Your Honor," the prosecutor says, then adds very righteously, "It was a drunken brawl in—if Your Honor will pardon me—a gin mill." The judge looks at me again and this time his eyes are a couple of icicles dripping sparks. "Proceed with the case, Mr. Prosecutor," he says.

#### The innocent bystanders

VELL, it starts with what we later called the "innocent bystanders"—the customers. There were two women and three
men and it was the same with every one of them: "Your name?
You were in the Busy Bee on the night in question? You were
an innocent bystander there?" And of course every goldarn one
of them was positively an innocent bystander. Then the prosecutor would continue: "And was everything peaceful and quiet
there until this—" then he'd stop and point at me in a very dramatic and accusing way, like I was a murderer or something—
"until this man came in?" And the answer was always the same:
"Yes, everything was quiet until he came in." Criminy, to hear
them you'd think the people in that tavern had been talking in
whispers like it was church or something.

"And then," the prosecutor would continue, "shortly after he came in the riot started?" "Yes, sir." "What started it? Tell us in your own words." Well, with all of them it was the same thing. There was something about Flanagan wanting a drink and the bartender and Flanagan talking back and forth about the drink and then I same in and the fight started.

I was awful disappointed in Mr. Bradford. He just sat there and when the witness got through he'd get up very slowly and—as I thought at first—sort of majestically. He'd fix his eye on the witness and sort of stalk over to him. "Now then," he'd begin, and I'd think to myself, "Boy, here's where that witness gets it." But after the "Now then" it seemed there'd be a long pause and finally Mr. Bradford would say, "Well, Mr. Martin wasn't drunk

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#### ROWDY CAMPAIGN CONTINUED

or in any way under the influence of liquor, was he?" And of course they all had to admit I was sober. That was the only darn question he asked any of them. He whispered to me once, "At least we want the judge to know you were sober."

I didn't like that "at least" business.

Then they put the cops on. They said they'd arrested me as the cause of everything because Flanagan said I had started everything and that seemed to be the general consensus of opinion.

The next witness is the bartender. He is really a sight. He has a big shiner and a couple of pieces of adhesive plaster on his face. "Your name?" the prosecutor begins to the bartender. The judge sniffs. "His name, indeed," he snaps at the prosecutor. "I know his name better than I know yours. He's been in here almost as much as I have myself. Mr. Probation Officer," he says to some other guy who is sitting near the bailiff, "give me Grogan's card." The guy comes over with a card and the judge looks at it. "Yes, Mr. Prosecutor," he says, "Grogan has been before me exactly seven times in the past eight years. Let's see, Four times for drunkenness, perjury once, and twice for assault and battery." He looks up from the eard, "Proceed, Mr. Prosecutor,"

Grogan starts to answer the questions. I guess he's pretty nervous and I don't blame him much with that record. He does a lot of stammering and hesitating, "Did the defendant bit you?" the prosecutor finally asks. Before he can answer, Mr. Bradford is on his feet objecting. My own lawyer, mind you, and he's objecting to an answer by the one guy there who knows that I didn't hit him.

I think my chance is gone, but the prosecutor is asking him in another way. "Who hit you?" he asks, and he smiles at Mr. Bradford in a very superior manner. Mr. Bradford leans over to me and whispers: "I can't object to the question in that form. It's admissible." "Good." I says.

I lean forward waiting for the bartender to answer, but I'll be darned if he don't look as though he's having trouble with that question. He looks around kind of helpless like. "I don't know the fellow's name," he mutters kind of shame-faced. "What?" roars the prosecutor, and then that darned lawyer of mine is on his feet hollering again. "He's answered the question, Your Honor," Mr. Bradford is telling the judge. "He's answered the question, he says he doesn't know." "He does know," says the prosecutor. "No," says my lawyer, "he doesn't know."

#### 'He does too know

"HE two of them are hollering back and forth "He does know," "He doesn't know," and the judge is saying "Quiet, please, quiet," and the bailiff is banging his gavel down, and it is more than I can stand. I jump up. "He does too know," I shout. "He may not know the fellow's name but he does too know," I shout. "He may not know the fellow's name but he does too know who hit him."

Mr. Bradford stops yelling long enough to push me into the chair and the judge sits glaring at me. "Young man," he finally says, "you are in a very serious situation and I would advise you to remain silent until your lawyer advises you to speak." He then glares at my lawyer and the prosecutor. "And as for you two gentlemen," he says, and he is very sarcastic, "I would suggest that you address your objections to the court and stop bick-

ering. You may continue, Mr. Prosecutor."

"Oh." I am saying to myself, "if he'll only ask the bartender that question again." Sure enough, he does ask him again. The poor bartender looks all at sea. "Your Honor," he says, "I don't know how to answer that question. Every time I start to try and answer, these two lawyers start hollering and getting me all confused. But all the time I do know, Your Honor, if they'll only let me say what I have to say. Do you see what I mean, Your Honor?" he finishes up.

Before the judge can say anything, Mr. Bradford is on his feet again. "Your Honor, I move that the entire answer be stricken as not responsive," he says. The prosecutor won't have none of that. "I object to the allowance of such a motion, Your Honor," he tells the judge. "I think the answer of the witness was very responsive." "It was not," says Mr. Bradford. The judge is pounding his fist on his bench. "Quiet, quiet," he is shouting at the

two lawyers, and finally they both shut up.

The judge is trying hard to keep his temper and finally he says very quietly, "Proceed, Mr. Prosecutor." Before the prosecutor can say anything Mr. Bradford is up again. "How does Your Honor rule on my motion?" he asks. "Your motion?" the judge asks. "Frankly, I've forgotten just what your motion was." "To strike out the answer," Mr. Bradford reminds him. "Hmmm, yes,"



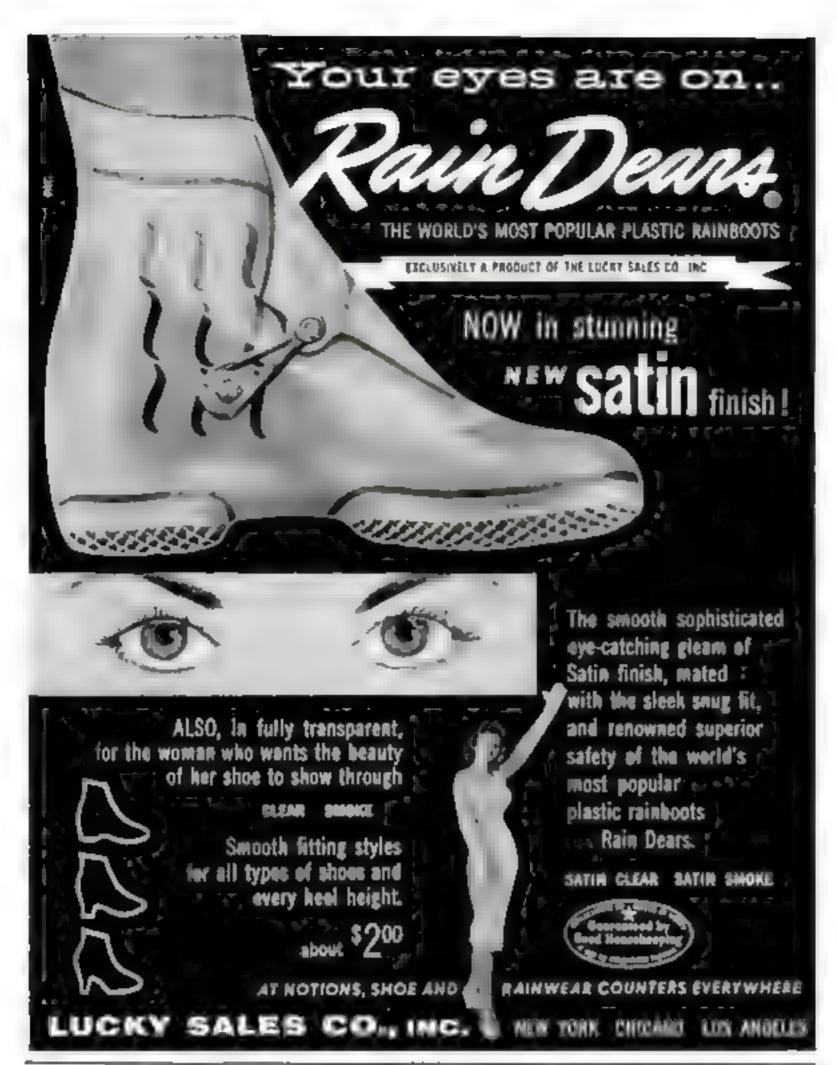
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JUDICIAL RAGE is vented by Judge Parker as he becates prosecutor for calling as a witness the bartender, who has a long record of convictions.

#### ROWDY CAMPAIGN CONTINUED

says the judge, "to strike out the answer." He sits looking at them both for a minute. "Well," he finally says, "what was the answer? I seem to have forgotten it in all the confusion. Mr. Witness," he says to the bartender, "what was your answer?" "Huh?" says the bartender.

The judge glared daggers at him for about two minutes and then he started to shake his finger at the prosecutor, "Mr. Prosecutor," he said, "you should know better than to put on a witness like this man. How do you possibly expect us to get the truth from a man who's had seven convictions in eight years?" "Your Honor," says the prosecutor, "I apologize to the court," He turns to the bartender. "Step down," he tells him.

The prosecutor is looking back towards where his witnesses were sitting. "Mr. Flanagan," he calls, "take the stand, please." I look over at George and I can see he's a little nervous himself.

Flanagan took the stand and it started: "Your name?" "Patrick Flanagan." "Your occupation?" "Bricklayer." "You were in the Busy Bee on the night in question?" "I was that." "And you had been drinking there before the fight?" "I had that." "And minding your own business?" "I was that." "And the defendant came in?" "He did that" "And the fight started soon after he came in?" "It did that." "And the defendant started the fight?"

Well, I says to myself, this guy is my last hope. It's now or never. Finally Flanagan looks back at the prosecutor, sets his chin firmly, and speaks. "He did that," Flanagan said.

#### The prosecutor wants to hang me

VELL, that was that. Now my goose was cooked. The prosecutor isn't finished yet, though. He don't want to just convict me—he wants to hang me. So he starts again: "And you know the defendant well?" "I do that." "You're a friend of his?" "I am that." "And even though you're a friend of his you still say he started the fight?" "I do that." Then Hanagan adds, very right-eously, "For no matter how good a friend he's been to me, sir, I have promised to tell the truth, the whole truth, and nothing but the truth." There is a long silence in the courtroom and then Flanagan adds thoughtfully, "So help me God."

I nudge Mr. Bradford. "He's no friend of mine," I whisper indignantly. "I've never even said two words to the guy. Where does he get that stuff?" Before he can answer me, the prosecutor turns away from Flanagan. "Your witness, Mr. Bradford."

It seems like an hour before Mr. Bradford gets to his feet. Then he just stands there looking at Flanagan for an awful long time without saying anything. It is kind of a reproachful, accusing look with a lot of scorn in it. Flanagan just sits there with a baby-faced, innocent puss on him.

Finally Mr. Bradford spoke: "So you say that Mr. Martin started everything?" "Yes, sir." "He began the fight?" "Yes, sir." "And he hit the bartender?" "Yes, sir." "And wrecked the place?" "Yes, sir." "Mr. Martin did all that all by himself?" "Yes, sir."

I can see that Mr. Bradford is puzzled by it all and his next questions show it. "You say Mr. Martin did all this and yet you say that you're a very good friend of his?" Flanagan sticks his jaw out. "I'm the best friend the Representative's got," he answers.

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#### ROWDY CAMPAIGN CONTINUED

"I'd do anything in the world for that man because he's been such a wonderful friend to me."

Well, I can't stand it no more. I know I shouldn't have done it but I couldn't help it. I jumped up and said: "Judge, this man is lying. He's no friend of mine and, as a matter of fact, he don't hardly know me." Mr. Bradford tried to make me sit down and the judge looked at me very sternly. "Young man," he said, "I have warned you before and I now warn you again for the last time. We'll have no more outbursts from you. The witness strikes me as being exceptionally truthful." Mr. Bradford pushes me into the chair. "Will you shut up?" he whispers to me. "The judge'll put you in jail for contempt of court if you keep talking."

Mr. Bradford starts to ask another question, but the judge interrupts him. "I've heard just about enough of this case, Counselor," he tells him. "There is no question but that your client went into a place of business that was being run in a peaceful and orderly manner until his entrance. True, it was one of those disgraceful places that I detest, but the fact remains that they are legal as long as they operate in a peaceful and orderly manner. That is the way this particular one was being conducted until the defendant entered and, for no reason at all, proceeded to make a shambles of the place. He is unquestionably guilty and I propose to give him the maximum sentence. Mr. Clerk, what is the maximum?"

"But, Your Honor," my lawyer pleads, "just one more question. I promise you I will ask one and only one." The judge kind of grumbles and finally says: "Very well. But only one, mind you."

"Now, Mr. Flanagan," says my lawyer, "you say that Mr. Martin is your best friend and yet we all know that you have never said more than two words to him in all your life. Why do you say that Mr. Martin is your best friend in the whole world?"

Flanagan sits there for about a minute as though he don't know just how to answer that question. Then he says, "Well, it's a long story." He turns to the judge. "You see, Your Honor," he begins, "like the lawyer here says, it's true that I've never said more than two words to Mr. Martin in all my life. But in spite of that I maintain that he is my best friend—and he's proved it. Judge, I am a man close to sixty years old and I must admit that I've been a drinking man for at least forty of those sixty years. Yes, Your Honor, I must admit that I have not done right by myself or my family—and all because of drink. Every night was the same way. I would go to the Busy Bee and drink, drink, drink. It was a curse, Your Honor, the curse of liquor. I would spend my whole pay there, every last cent of it—and me with a large family dependent on me. But, Your Honor, liquor was like a drug to me and I suppose I never realized how I was neglecting my duty as a family man." The courtroom has gotten very quiet and everybody is just staring at Flanagan. I look at the judge and he's doing the same thing. I look back at Flanagan and darned if there isn't a tear on his cheek.

#### 'This man will drink no more tonight'

TOW his voice is a little husky. "Judge," Flanagan goes on, I ad nobody in the world I could turn to—nobody to make me realize my sin. Then, somehow or other, my wife heard that Mr. Martin was running for Representative. So she goes to him and she says: 'Mr. Martin, I have been reading how you want to help all the people who have got problems. I need your help.' And, Judge, she tells him about me-me who he don't hardly knowme, Flanagan the drunk, as they call me. So what does he do? Judge, I'll tell you. He goes looking for me and he finds me in the Busy Bee. Yes, I'm drunk. And every time I empty my glass and want to go home it's filled up again. So Mr. Martin tells the bartender not to give me any more. But the bartender laughs at him and says to mind his own business. Then Mr. Martin tells the bartender about my family and how they are suffering because of my sin. Judge, he tells him that my drinking is his business because he is the poor people's Representative. And he tells the bartender, Judge, he tells him like this: This man will drink no more here tonight and you'll sell him no more liquor.' So the bartender says 'Oh, yeah?' and he pours me out another drink and takes my quarter which is laying on the bar. My last quarter, Judge, and me with a family at home. I'm ashamed to admit it but such is the truth."

Here Flanagan pauses and he blows his nose and wipes some tears out of his eyes. "Judge," he says, "then Mr. Martin knocks the drink out of the bartender's hand and he says, 'By Heavens, bartender, I will close your den of iniquity and I will save this poor man from your evil clutches.' And, Judge, he proceeds to destroy all that vile liquor in those vile bottles that have been my downfall. And in doing it he has to hit the bartender and

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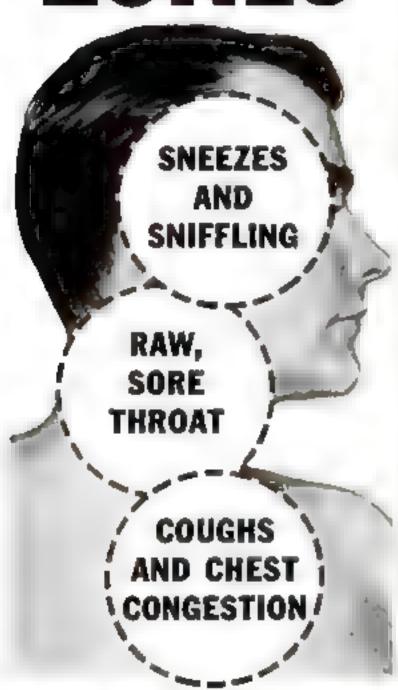
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TEARFUL PLEA by Flanagan on behalf of Martin moves even flinty old Judge Parker, who listens spellbound to story told by the "reformed" drunk.

#### ROWDY CAMPAIGN CONTINUED

he does. But. Judge"—and Flanagan's finger goes up—"he only hit the bartender in self-defense."

Flanagan pauses for another minute or so and then he starts again: "Judge, I am now a redeemed man. I have not touched a drop of liquor since that night. My wife even went to church and burned a candle in thanks to God and to Peter Martin. What he did for me that night, Judge, I will never forget. He made me realize what a sinner I had been. I says to myself, I says, 'If this young man can destroy a den of iniquity all by himself, then I can certainly lick Demon Rum all by myself.' Which I have done, Your Honor, And, Judge," he finishes up, "that's why I say he is my best friend. My family and I will be grateful to him all our lives."

And then what do you think he does? Damned if he don't walk right off that witness stand and come over and shake my I and. Then, with tears streaming down his face, he turns and faces the judge. He stretches out both arms and says, "Judge, Peter Martin was my good Samaritan." And he stands there with his head hanging down.

Well. I am too dumbfounded to know what it is all about. I hear a lot of coughing and people blowing their noses and nobody says anything. Then the judge starts to speak, but he has to cough and clear his throat. Then he nods over to the bailiff with the gavel and the gavel comes down and the bailiff announces: "Court will take a brief recess."

The judge and clerk go into the judge's room and in about half a minute the clerk calls out for the prosecutor and Mr. Bradford to go in, and they do. I just sit there, but I can hear the whole court-room kind of buzzing like. Then about five minutes later they all come out of the judge's room and the judge gets back on the bench.

The prosecutor stands up. "Your Honor," he says, "the People wish to enter a nolle prosequi in this case and have all charges against the defendant withdrawn." Mr. Bradford stands up and says, "No objection, Your Honor." Then the clerk stands up and Mr. Bradford whispers to me to get up. "Peter Martin," says the clerk, "the People having entered a nolle prosequi in these complaints against you, the charges are withdrawn and the complaints dismissed. You are at liberty to go."

#### The judge commends me

THE judge starts talking. "Peter Martin," he says, "this Court has been sitting for over 20 years. In that time I have never before publicly commended any defendant who was brought before me. I do so now. This city needs more men like you—men with the courage to correct evils when they see them—men with the chivalry to protect wives and children from the vicious greediness of dealers in liquor." He pauses a minute and then says, "My position does not allow me to indulge in political activities. If it did, I should indorse your candidacy. I will say this, though. My position does not prevent me from voting, and I can assure you that it will give me a great deal of pleasure and satisfaction to vote for you on election day."

I should have thanked him, I suppose, but before I could think



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Keep up your own home. Then talk with your friends, local business leaders, neighbors. Discuss this message with them. If conditions in your community need correction, get together to get things done. Get the facts, set practical goals and act.

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Cooperation is the key to success. Work with the many existing private groups. Talk to your city, county or state officials. They can help



you-your group can help them.

Use the points at right as a basic organization and operating guide. For further information, write ACTION-the American Council To Improve Our Neighborhoods.

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Present the facts to the people, your civic leaders, the

Plan long and short-range objectives . . . each with a

Maintain a continuing program. Vary it. Make member-

Some things your group can do

1 Keep up your own homes, encourage others by sharing

your experiences in bousing improvement with them.

Organize neighborhood and block groups to handle

Undertake special neighborhood projects: clean-up campaigns, planting trees, converting vacant lots into

4. Be the "watchdog" on city services and facilities, guard

tain contact with national groups such as ACTION.

Publicize community improvement projects and main-

Hold periodic Community Conferences, invite civic officials to explain local laws and answer neighborhood

against violations of housing or zoning codes.

Work with other local groups and official agencies.

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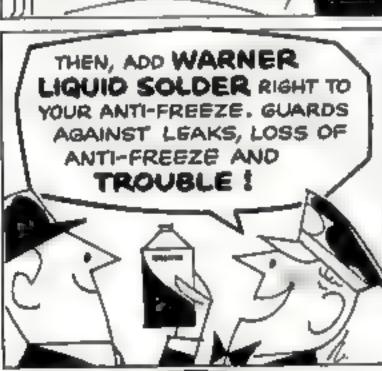
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#### ROWDY CAMPAIGN CONTINUED

of it he stands up and the bailiff bangs the gavel down and calls out "Court adjourned." The case of the People vs. Peter Martin is over and I, Peter Martin, have won,

I start to go out and see George slapping Flanagan on the back. I begin to wonder why George does not act surprised. I am thinking there is more to this than meets the eye.

#### George explains how it happened

R. Bradford had objected at first to George's plan. "Legally, George," he tells him, "Pete's motives in hitting the bartender make no difference. No matter what reason Flanagan gives for Pete hitting the bartender, legally Pete is wrong." But George is not impressed. "Look, Jack," George says, "who cares about legally this or legally that? It's the election we're interested in, not the case. We don't care if the judge has to find him guilty legally, as long as the voters think Pete done what was right. And," he pointed out, "even if the judge has to find him guilty, he won't send him to jail on a story like that, will he?" "No," says Mr. Bradford. "The worst punishment he'd get would be a fine or perhaps probation." "So let him get a fine or probation," George says. "It's still better than going to jail. And this story will make him a great guy to a lot of voters, where the other way he'll just be a political stumblebum in a drunken brawl."

Mr. Bradford is half convinced by this time, but he still puts up one more argument. "Do you think Flanagan can do it?" he asks. "He can do it," George says. "Did you ever see an Irishman who

couldn't talk?"

As a matter of fact, the whole thing went better than even George and Mr. Bradford thought it would go. They both thought the judge would convict me anyway, even though they felt he wouldn't give me any real punishment. But here I am still a free

man without any record at all.

The case of the People vs. Peter Martin suddenly made me one of the favorites in the Representative race. All the papers had headlines and I got 23 letters from people about it—mostly women. I even had a delegation of three women who came to visit me from the League of Women Voters. They thought I was just the guy for Representative. "Not that we women can't take care of ourselves," the president of the League of Women Voters told me, "but it is nice to get a little help from the men once in a while."

It was all very nice. The only drawback to the whole incident is that Joe and Eddie and George had to keep their eye on Flanagan every night. "If he winds up drunk again and in front of

Judge Parker we'll all land in the jug." says George.

So, strange as it seems, for at least two weeks we keep Flanagan sober. He kicks like the very devil all through it and says that he'd never have gone through with the story in court if he'd known that he wasn't supposed to drink after it. "You're a swindler, George," he keeps saying. "You deceived me." And George would say, "Well, Flanagan, when the election's over I'll personally see that you get plastered"—which he did.



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# A DAUGHTER FOR ADENAUER

In the midst of organizing his new government, German Chancellor Konsead Adenauer took time out for family affairs. With three sons and three daughters he traveled to Kalmar, Sweden to welcome a new daughter into his family as his son Georg married Ulla-Britta Jeansson. The marriage was held in Kalmar's castle where, 700 years ago, a Swedish king, Magnus Ladulás, married a German princess, Helvig of Holstein.

After the ceremous, performed by the chancellor's son Paul, a Catholic priest, Adenauer attended a reception at the Jeansson home. There the bride's father entertained in high Swedish style with pheasant, caviar and rounds of champagne. The chancellor made many of the toasts to the couple who met in Bavaria in 1954. He beamed on his new daughter-in-law, who is a guitar player (right), sailor, skindiver, photographer and student of languages, and was full of aphorisms such as "A proper father-in-law must be wiser than a father." Then, as the couple headed for Spain and a honeymoon, he headed for Bonn and affairs of state.

SERENADING CHANCELLOR, bride sings at reception. At right is Georg, Flanking a name for arc daughters from Ria Remers and Frau Lotte Multhaupt,



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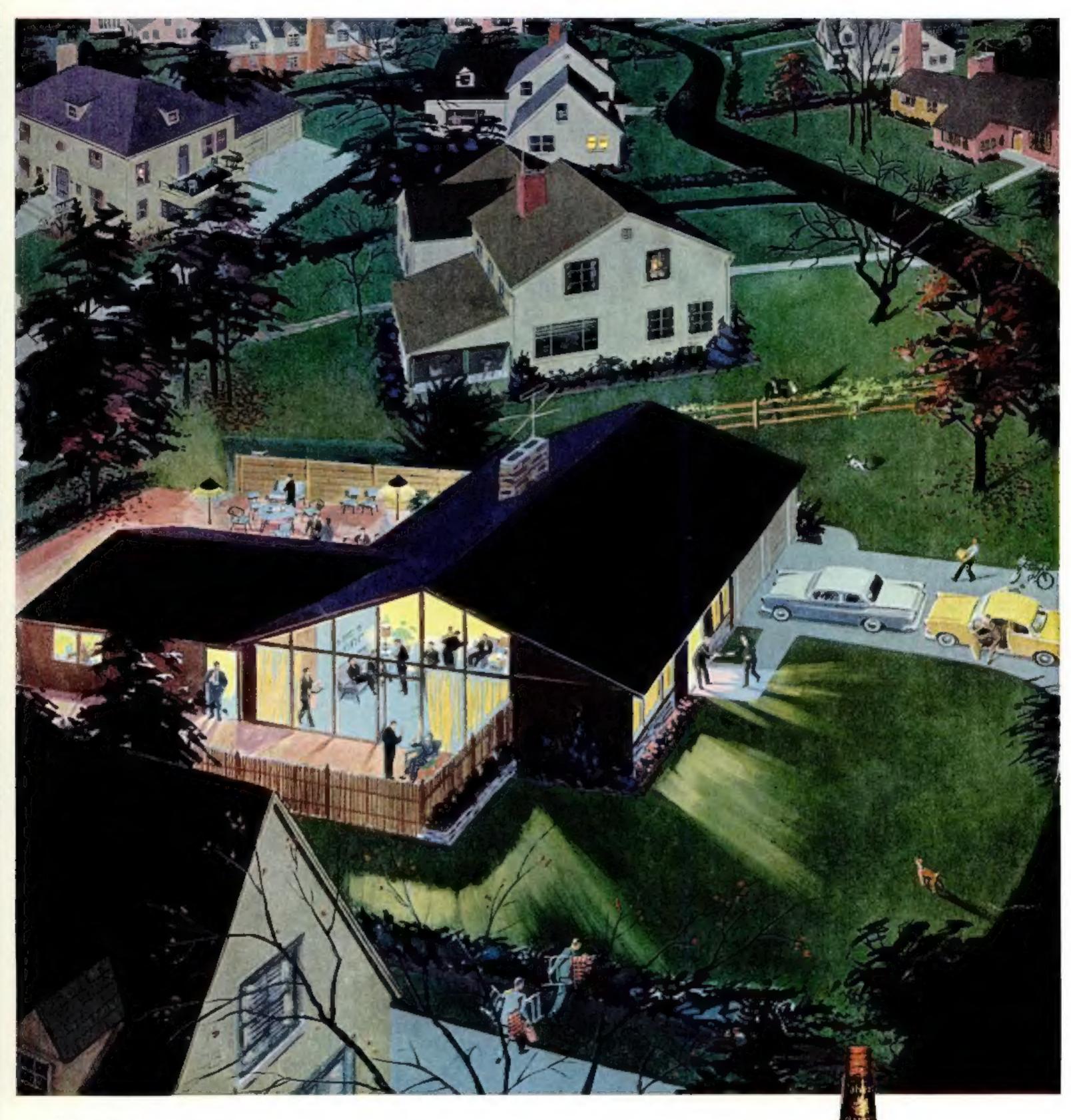
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recite the pledge of allegiance, the color bearer dangles the flag above Hoppy's nose. He stands up straight, with his p ws together and his head turned toward the flag. He is such a rabbit patriot that although he wavers and plops a few times, he stands on end right to the "liberty and justice for all."



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